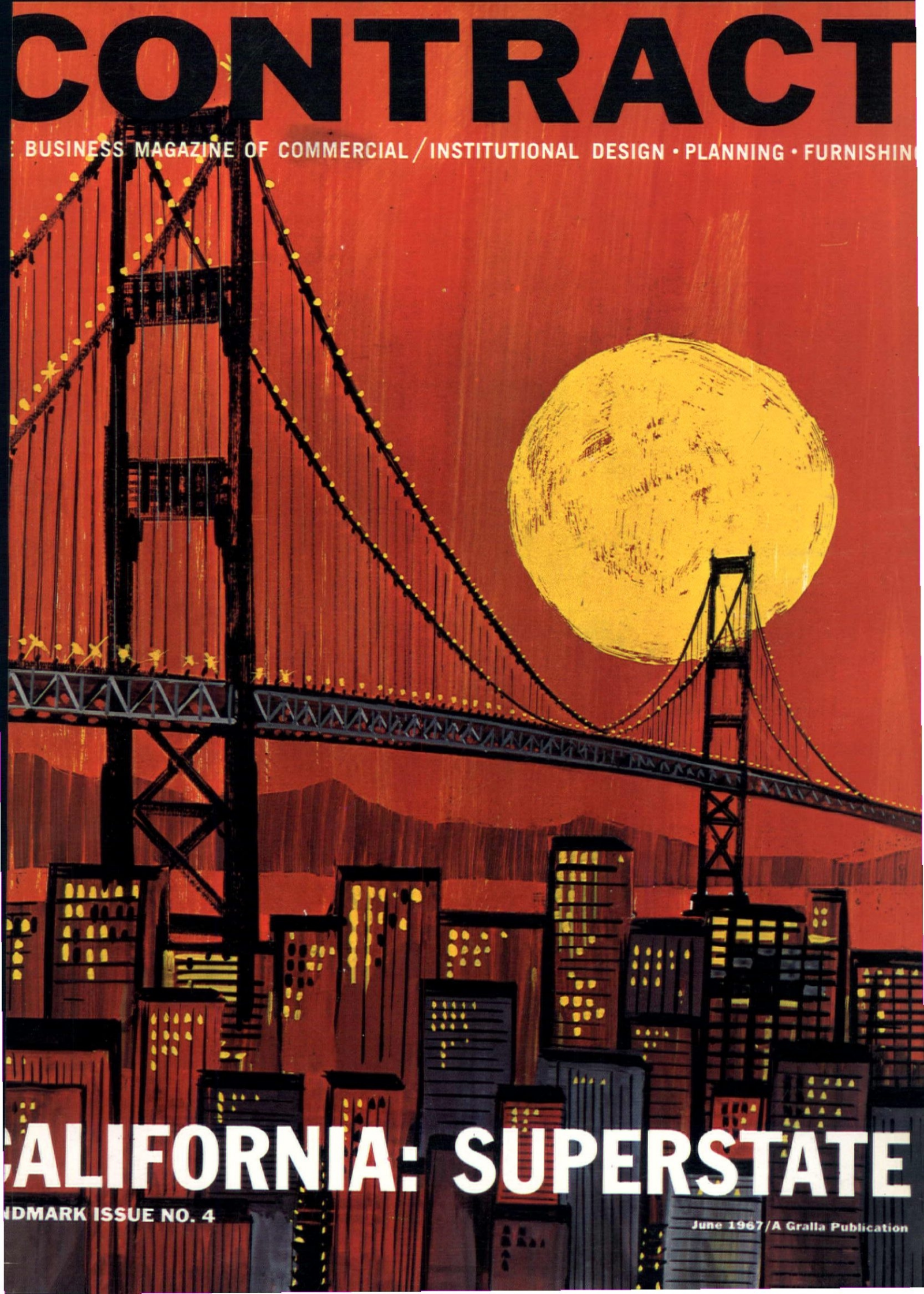
CONTRACT

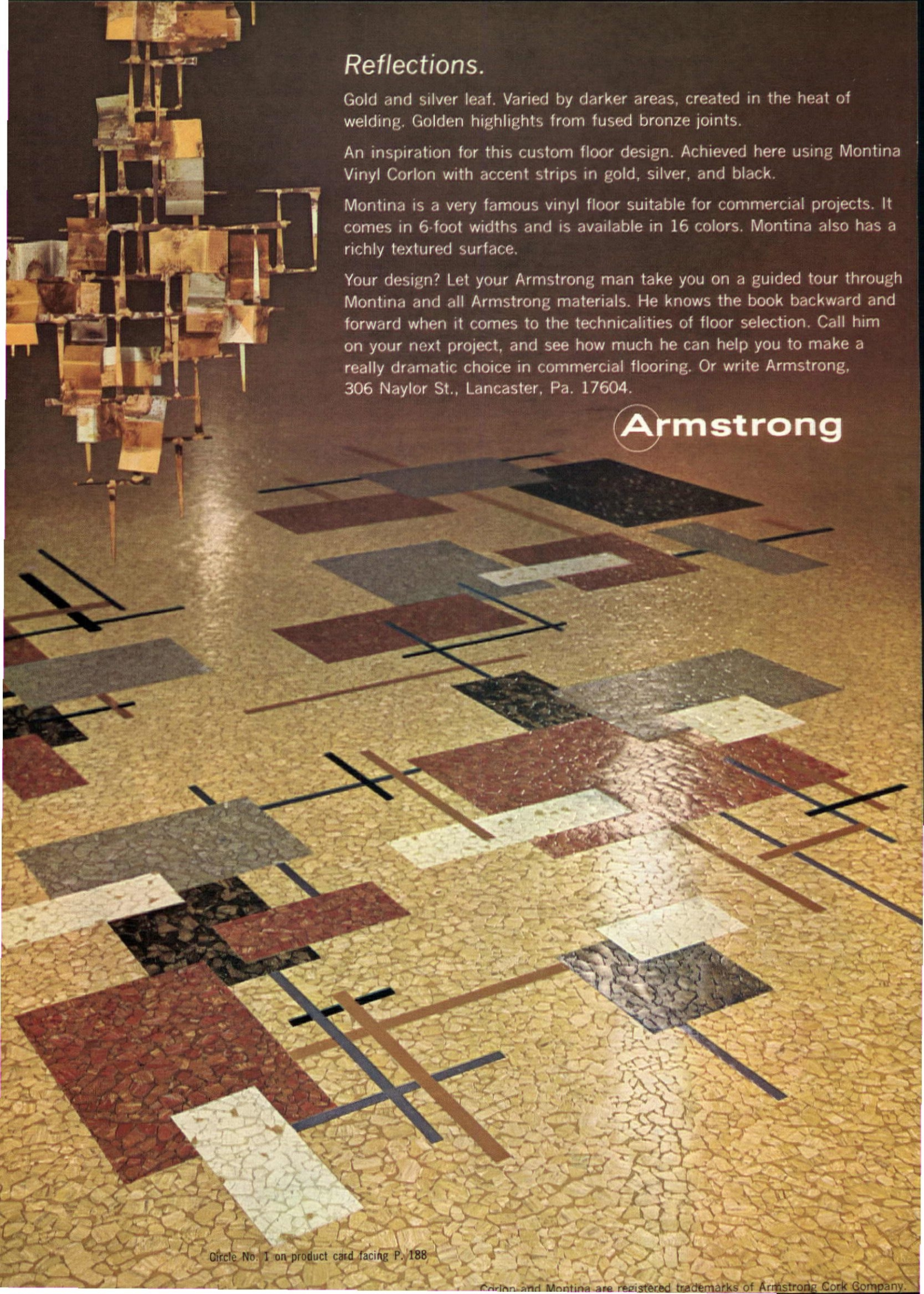
BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHIN



CALIFORNIA: SUPERSTATE

NDMARK ISSUE NO. 4

June 1967 / A Gralla Publication



Circle No. 1 on product card facing P. 188

Corlon and Montina are registered trademarks of Armstrong Cork Company.



Guests at luxurious new hotels like Las Vegas' Caesar's Palace expect the finest furniture.



It's there.
It's Drexel.

When you set out to provide your guests with the best of everything, you don't stop short on the furnishings. That's why so many hotels — like Caesar's Palace in Las Vegas, The Century Plaza in Beverly Hills, The Americana in New York, The Washington Hilton, The Continental in Chicago — are featuring Drexel. Because Drexel features superb craftsmanship. And elegant finish. And indisputable quality. Because Drexel offers functional, durable contract furniture, from in-stock groups or manufactured to specifications, plus living, dining and bedroom pieces from its famous household lines.

May we send you a free catalog? Just write to Drexel Enterprises, Inc., Department L , Drexel, North Carolina.

DE
DREXEL®
ENTERPRISES, INC
DREXEL, NORTH CAROLINA

Interiors by Maxwell Company





Dorado Beach Hotel — Dorado, Puerto Rico
Ann Hatfield Associates, New York — Design Consultants

Tropitone At The Dorado Beach

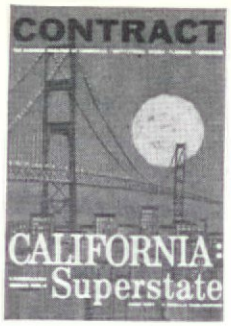
When it comes to dining outdoors, nothing quite captures the casual spirit of the tropics like these Tropitone brunch chairs and tables. The cross-laced vinyl is bone white, the welded aluminum frames are finished in beige. Table tops are made of a special fiberglass material and are done in beige, too. Best of all, Tropitone is all-weather furniture. It's resistant to the sun's rays, salt spray, food and beverages. You clean it with soap suds, sponge, and a garden hose. As a matter of fact, you can leave it out the year around.

If you have poolside or patio dining areas or are contemplating them, think about using Tropitone. Ask us to send you our latest catalog and contract price list. It may well prove to be irresistible.

tropitone

Furniture Co. Incorporated. P. O. Box 3197
6030 General Tinker Ave. • Sarasota, Florida 33578

Circle No. 3 on product card facing P. 188



The Cover

The Golden Gate Bridge—famous California landmark—symbolizes the vast scope of activity taking place in the country's fastest growing state. Illustration by John Pluchino; cover design by Bert Lester.

PUBLISHER
Ben H. Hellman

GENERAL MANAGER
Lawrence Gralla

ADVERTISING DIRECTOR
Milton Gralla

MANAGING EDITOR
Anne Fallucchi

ASSOCIATE EDITORS
Beverly Peress
Patrick J. Galvin

EDITORIAL CONTRIBUTORS
Marvin B. Affrime
Vilma Barr (Philadelphia)
Louis S. Bing
Ash Gerecht (Washington)
Roland Wm. Jutras
Irving Leos
Lawrence Lerner
Robert Malone
Edith Siroto (Chicago)

BUSINESS MANAGER
Morton L. Silverman

RESEARCH DIRECTOR
Peggy Sholtz

PRODUCTION MANAGER
Ellin A. Delsener

CIRCULATION
Manuel Feris
Norma Jane Samuels

ADVERTISING REPRESENTATIVES

NEW YORK: **Frank Rizzo**, Eastern Manager; **Arnold Hoffman, Stanley Berman.** Gralla Publications, 7 E. 43 St., MUrray Hill 7-3344

CHICAGO: **Marshall D. Siegel**, Midwest Manager; **Ross A. Granston, Gregory Ozag.** Gralla Publications, 6328 N. Cicero Ave., 736-3367

CLEVELAND: **Gene H. McCormick.** Gralla Publications, 3506 W. 145 St., 671-3355

WEST COAST: **Doyle Peck**, West Coast Manager; **Lou Ruffolo.** Gralla Publications, Suite 110, 9015 Wilshire Blvd., Beverly Hills, Calif. 274-1998, 274-4565, 272-6008.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VIII, No. 6 **JUNE, 1967**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

80 **LANDMARK ISSUE #4**
CALIFORNIA: SUPERSTATE
83 THE CHANGING FACE OF CALIFORNIA
84 CALIFORNIA NORTH
86 CALIFORNIA SOUTH
88 RESHAPING OUR CITIES: NECESSITY, NOT CHOICE
BY M. JUSTIN HERMAN
90 IS THERE A CALIFORNIA STYLE?
92 THE INSIDE STORY: CALIFORNIA INSTALLATIONS
93 OFFICES
101 SCHOOLS
104 PUBLIC BUILDINGS
110 BANKS
114 MEDICAL
118 RESTAURANTS
122 HOTELS/MOTELS
128 CLUBS
131 DESIGNER PROFILES
136 MANUFACTURING
139 SAMPLING OF SOURCES
144 THE CALIFORNIA MARKETPLACE
144 ROBERTSON PLAZA
148 ROBERTSON CENTER
156 JACKSON SQUARE
160 WESTERN MERCHANDISE MART
164 LOS ANGELES HOME FURNISHINGS MART
166 SUPPLIERS

6 LETTERS
14 D. C. CURRENTLY: OUR WASHINGTON REPORT
18 CONTRACT BUSINESS: NOTES AND COMMENTS
24 PEOPLE
30 CONTRACT NEWS
34 CALENDAR
176 CONTRACT PRODUCTS AND SERVICES
194 CLASSIFIED ADVERTISEMENTS
196 ADVERTISERS' DIRECTORY

COMING IN CONTRACT

JULY—Office Planning and Design, plus a close look at JFN, one of the country's leading interior design/planning firms.

AUGUST—Mid-Year Products Review, plus Lamps & Lighting.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York 17, N.Y. Phone MUrray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; three years, $12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, $9.00 per year. All Canadian and foreign subscriptions, $15.00 per year. Single copy of this issue $2.00. Contents fully restricted. Copyright 1967 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.

BPA Member Business Publications Audit of Circulation, Inc.



"The sun can't hurt. They say Omar Khayyam never had to use his J. R. Clark 5-year guarantee."

Had your fill of troublesome casuals? Then make things carefree, with casuals by Clark.

This casual furniture is beautiful, too. Only it's a beauty that doesn't disappear after a few months of use.

In fact, they're guaranteed to stay beautiful . . . to resist rust, stains, fading . . . for five years or longer.

Take the finish. It's not painted on. Nor pressed on. Instead, the tubular steel is generously zinc-plated, chromated, epoxy-treated, then a high quality enamel finish is baked on.

The cords won't stretch. They are hand wrapped; carefully, painstakingly placed in position one strand at a time. And guaranteed against staining, fading. Even the hardware is guaranteed against rust.

A patio, poolside or reception area adorned with Clark casuals—Rid-Jid or Ames Aire—is an attractive sight. And when it rains or salt spray blows, wouldn't it be nice to know your customers can leave them out?

Write for full-color brochures on both of these guaranteed Clark collections. Or see Clark casuals for yourself. We're a member of the Contract Manufacturers Center Association, with permanent display space, 1174, Merchandise Mart, Chicago. Other permanent displays at: American Furniture Mart, Chicago; One Park Avenue, New York; Dallas Home Furnishings Mart; Western Furniture Mart, San Francisco; or the Los Angeles Home Furnishings Mart.

The J. R. Clark Company

Spring Park, Minnesota 55384

"RID-JID"® AND "AMES AIRE" ARE TRADEMARKS OF THE J. R. CLARK COMPANY

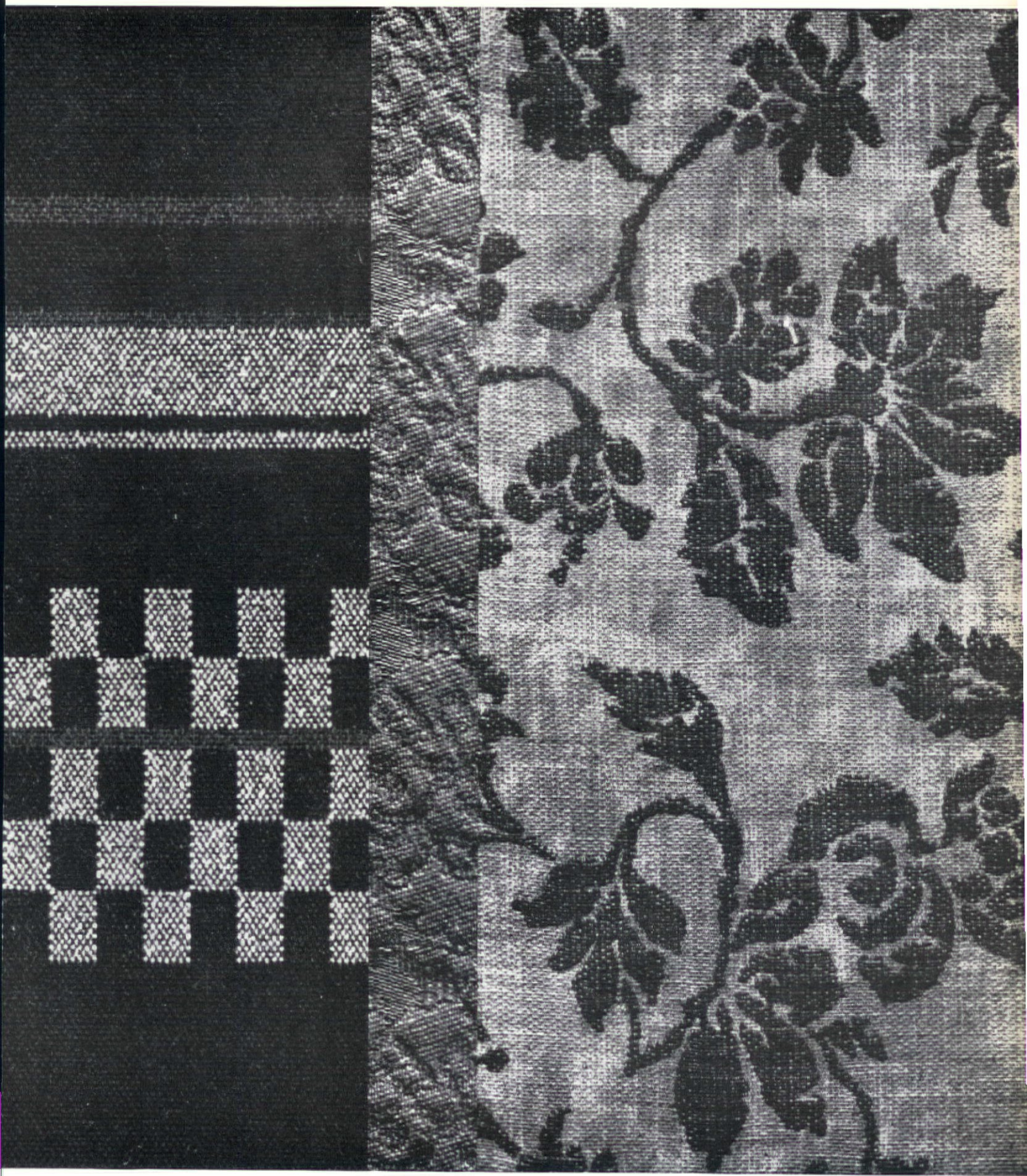
ARM CHAIRS • OCCASIONAL CHAIRS • STACKING CHAIRS • CHAISES • SUN LOUNGERS • COFFEE TABLES • UMBRELLA TABLES • PEDESTAL TABLES • SETTEES • SERVING CARTS

Circle No. 4 on product card facing P. 188

Circle No. 5 on product card facing P. 188

AN ELEGANT NEW DESIGN

ALWAYS HAS AN ELEGANT ANCESTOR



From the Boris Kroll Designer's Collection

From the Boris Kroll Historic Design Collection

BORIS KROLL FABRICS

available with ZEPEL STAIN REPELLER

ational Showrooms and General Offices • D & D Building, 979 Third

LETTERS

CONTRACT '67 SHOW: COMMENTS FROM ATTENDEES AND EXHIBITORS

Dear Sir: Thank you for the invitation to CONTRACT '67 show and convention created by CONTRACT Magazine, which was held at the New York Coliseum on April 25, 26, 27. I secured quite a bit of useful information and am currently in contact with several vendors concerning items exhibited. I also appreciate the courtesies extended to me and my staff during the show.

ANDREW C. RODGERS, Business Manager
The University of South Florida
Tampa, Fla.

Dear Sir: An excellent CONTRACT '67 Show. I picked up new insights into contract operations—points that will be valuable as we progress on our Design/Contract Center for Pittsburgh. I enjoyed talking with your staff during the show.

PETER CRANDALL
International Office Supply Co.
Pittsburgh, Pa.

Dear Sir: CONTRACT Magazine makes a very important contribution to what we are doing in the Atlanta area, and your creation of CONTRACT '67 is another step in leading the way. People *are* a very different group as a whole in the contract interior design business from interior designers primarily doing residential work. It is pleasing to feel that our fast-growing field has its very own "house organ" in CONTRACT, which speaks our language. I enjoyed being at a meeting with others who are in the same field. A very good group!

Many thanks for CONTRACT '67. May we look forward to CONTRACT '68?

MARY C. NIKAS, President
Interiors for Business, Inc.
Atlanta, Ga.

Yes, Mrs. Nikas, CONTRACT '68 will be held mid-April next year, this time on the Coliseum's much larger fourth floor. Seminars, too, will be held in larger meeting rooms at the Coliseum.—ED.

Dear Sir: It was gratifying to see the number of persons who attended CONTRACT '67 programs. The distinguished people in attendance made it evident that the industry is beginning to recognize some of its problems.

There were several statements in Forrest Wilson's speech which we question. He claimed that the manufacturer does not make the most of research facilities. He stated that the manufacturer generally avoided writing an open bid. He further stated that these manufacturer shortcomings lead to the specifier and the end-user "getting screwed." We question these statements with regard to the specifier who uses a reputable manufacturer.

In the carpet industry, our research facilities are second to none. We encourage specifiers to work with us on construction, styling, wearability, cleanability, acoustics, installation, or any other technical area. We strive to resolve his problems with a total recommendation. Our research findings are part of a continuous program in developing new products and techniques.

We are not reluctant to write an open bid at any time. To the contrary, we favor the opportunity of competitive specification. We base our confidence on our rigid quality standards and our constant striving to maintain the fine reputation of our mill.

We, too, have sympathy for the uninformed end-user. We, however, have no compassion for the specifier who shops for price at the sacrifice of quality or bypasses the technical information readily available.

Is it not the manufacturer who ultimately bears the responsibility to the end-user for the quality and performance of the specified goods?

Is it not the specifiers job to: 1) Gather technical information needed for a specific installation? 2) Seek out a reputable manufacturer? 3) Weed out the hard-sell, slick-pitched, non-informed salesman? 4) properly and totally fill the end-user's needs?

DANIEL W. SELHORST
and ALBERT BUKSZPAN
Contract Services Dept.
Mohawk Carpet Mills
New York City

Dear Sir: Congratulations on CONTRACT '67. Both show and convention were well organized and informative. The seminars proved to be particularly useful, covering as they did a wide range of subjects by speakers who

(Continued on page 8)

Scenes from the show.





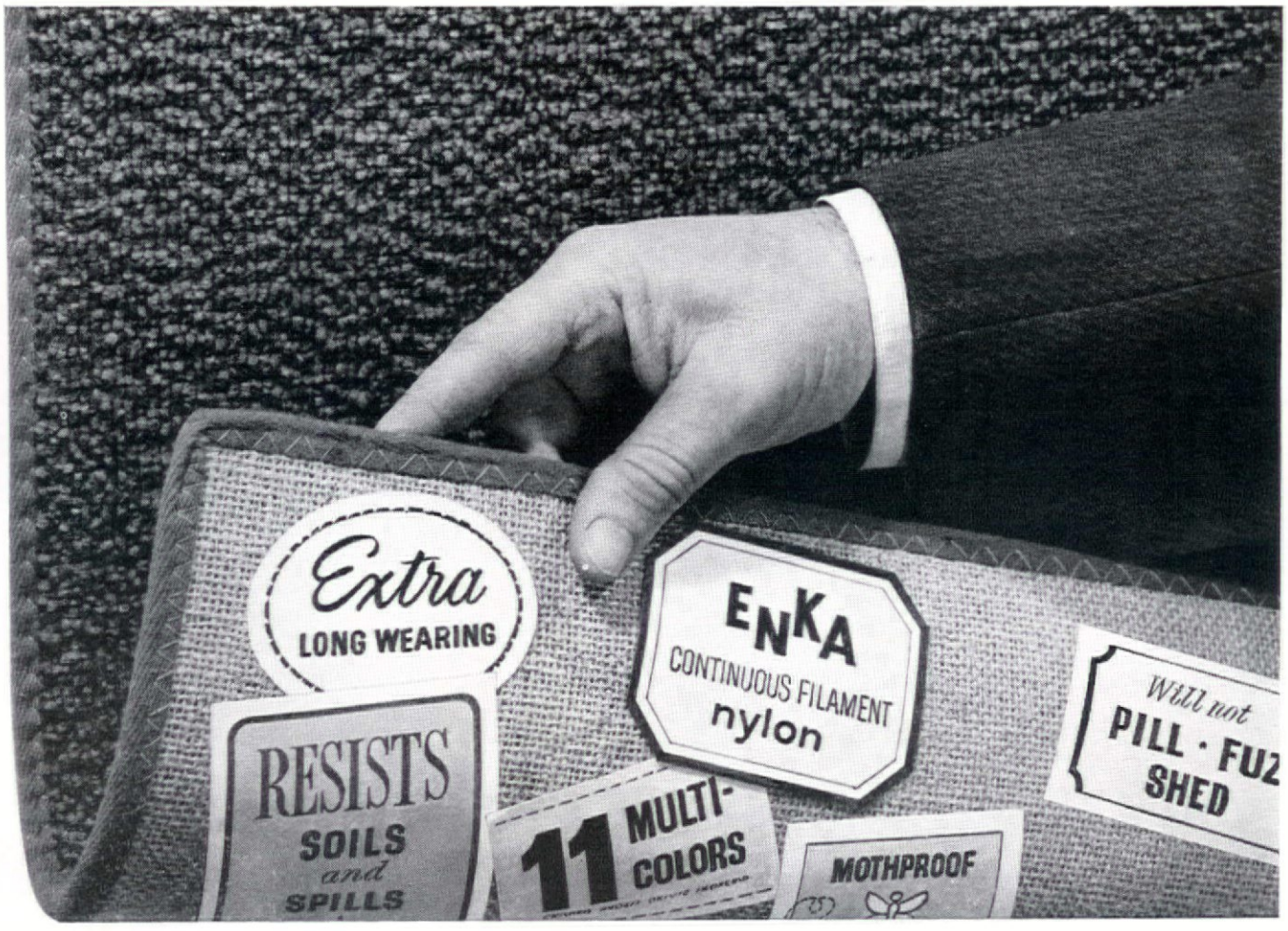








If you want carpet that's extremely durable, easy to maintain, good-looking, and colorful, you have to pay the price.



It's very small.

Small initially—and extremely economical in the long run. Picot's dense, level-loop weave, with Jute secondary backing or hi-density rubber backing, tolerates an unreasonable amount of abuse. Will not pill, fuzz or shed. Laughs at soil and spillage. Perfect for large-scale, long-term installations in supermarkets, schools, hospitals, apartment houses . . . wherever traffic is heavy and cost a factor.

"PICOT" IS ENGINEERED FROM **ENKA** CONTINUOUS FILAMENT NYLON FOR YEARS OF HEAVY DUTY USE

In contract carpets the choice is

PHILADELPHIA

General Offices: Cartersville, Ga. 30120 • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas • Also Crawford & Thompson in Atlanta, High Point, No. St. Petersburg

SEND FOR FREE SWATCH AND COMPLETE INFORMATION

PHILADELPHIA Carpet Company, *Contract Division*
Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Yes, I'd like to see this economical, quality carpeting for myself. Please send Picot swatch and information to:

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 6 on product card facing P. 188

LETTERS

were not afraid to state facts. You are to be complimented for persuading these men to give their time and knowledge. Bravo!

James R. Patterson
Patterson, Burns Associates, Designers
New York City

Dear Sir: Your CONTRACT '67 show and seminars certainly lived up to expectations. I found the seminars particularly informative. It is the type of thing that the contract field needs and I hope will be perpetuated in the future.

If I may be so bold, let me offer a couple of comments. Obviously, you recognize that the seminar room was crowded and I am sure the second time around there will be larger facilities. I would like to see two things in the future: One, a panel discussion and two, more representation on panels, with speakers from suppliers.

Naturally, I am particularly thinking of vinyl for upholstery and wallcovering. We recently presented a seminar in Washington to the government and it was amazing to me how few of the government people, including their designers, and an architectural firm on a consulting basis, knew really what vinyl consisted of, or its limitation as well as its major advantages. Something of an instructive nature on products might be unique and of a great deal of interest to the specifying group.

The future shows should, if possible, present a theme or general scope which, hopefully, could induce exhibitors to improve their booths, layouts, and decor.

All in all, you are to be congratulated on the seminars and show.

A. H. Mendenhall
Interchemical Corp.
Coated Fabrics Div.
Toledo, Ohio

Dear Sir: Although I am not the first. I want to compliment you on the magnificent job with the introduction of CONTRACT '67. From my own point of view, I would definitely say that the show was a success. As you know, we do not anticipate sales from an exhibit such as this. Our prime desire is to talk with important people in the industry. Although the attendance was not as great as I personally hoped for, the percentage of *important* people was far above that which I have witnessed in comparable shows.

Again, my sincere congratulations for a job well done.

Wesley E. Sims, Sales Manager
Mohasco Industries, Inc.
Contract Furniture Div.
Chicago, Ill.

Dear Sir: CONTRACT '67 really sparkled. Attendance was significant and the quality of attendees seemed high. All of this reflects outstanding show management; CONTRACT '68 should be even bigger and better.

Will we have an option on the same booth location in 1968?

W. S. Hogate
E. I. duPont de Nemours & Co.
Wilmington, Del.

Dear Sir: We congratulate you on your progressive spirit in promoting CONTRACT '67 and want to indicate that we will certainly participate in future shows. We know that next year's event will be even better and larger.

We have just counted up the leads resulting from our participation in the

(Continued on page 10)

new
dimensions
in style by
CHF

Introducing the new Florentine series . . . petal shaped and graceful with style and simple elegance in the classic manner. Available in cast iron or aluminum . . . choice of finishes and colors. For tops up to 60 round or oblong 72 Write or call.

Chicago Hardware Foundry Co.
North Chicago, Ill. 60064

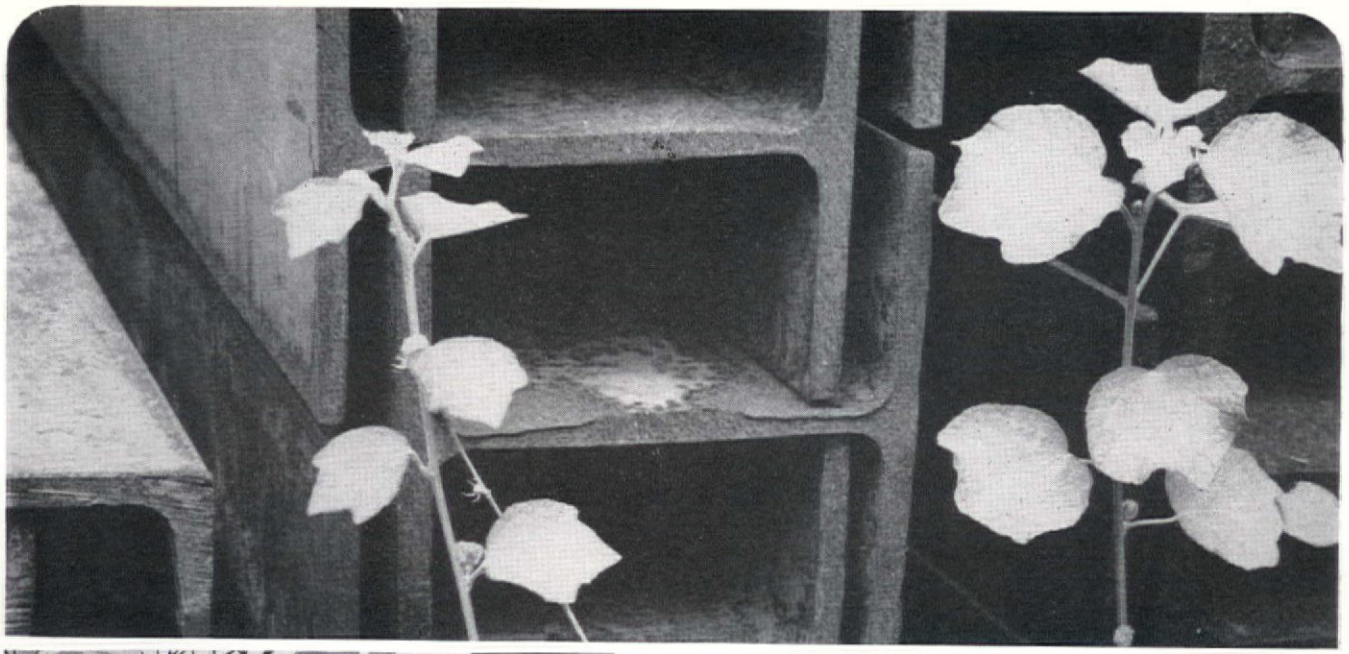
CHF Florentine Series No. 999

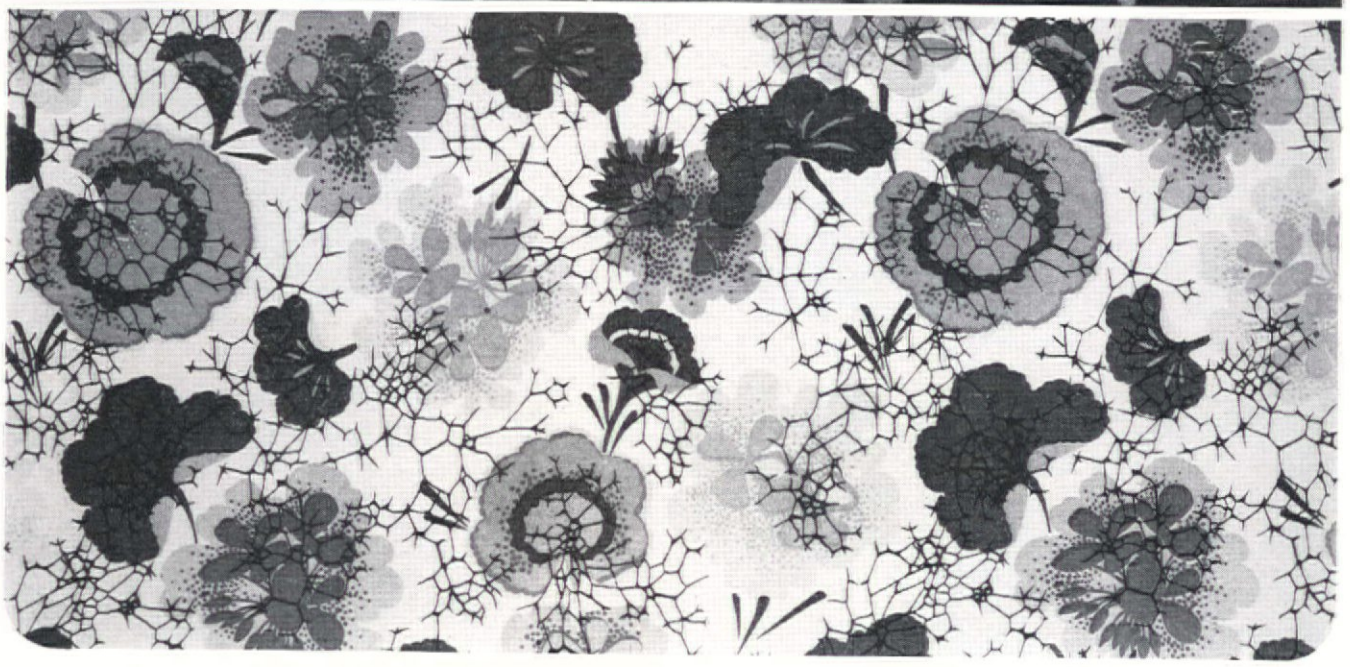


Design by Denzler Dresser Design, Inc.

Circle No. 7 on product card facing P. 188

durable..





Protextile / Girard on Bahia

Warning: Don't be taken in by its delicate looks.

This light and colorful looking upholstery and wall covering fabric is invisibly coated in Protextile, a most rugged, most indestructible armor. It will brave all sorts of abuse — for years — with unblemished grace. Protextile is: Washable, flexible, waterproof. Stable against light and heat. Resistant to stains. To mildew. To aging. To abrasion. Chemically inert. Puncture and tear resistant. Protextile is coating of super strength that can be applied to most all David and Dash fabrics. Protextile is an exclusive David and Dash application. What beautiful possibilities for contract jobs, where long term durability is a *must*. Protextile. Only from David and Dash.

DAVID and DASH

International Headquarters: 2445 North Miami Avenue, Miami, Florida 33137
Atlanta, Washington, D.C., Philadelphia, Cleveland, Chicago, Dallas, Los Angeles, San Francisco, New York Denver, Montreal, London, Boston, Minneapolis, St. Louis, Toronto, Seattle, Portland

All upholstery and drapery fabrics available with . . .

DU PONT ZEPEL® STAIN REPELLER

Circle No. 8 on product card facing P. 188

LETTERS

show. They total 170 so far. Many of these are high-quality leads and we have every reason to believe that we can close good business and also work out long-reaching relationships as a result of this show.

THOMAS R. DURKAN, President
Durkan Carpet Corp.
New York City

Aldon's contract lines explained

Dear Sir: We were much impressed with Irving Leos' article on the floor covering market, and we feel you should do as much of this as possible: since floor coverings represent the new dynamics in the contract field.

However, somewhere along the line Mr. Leos, in delineating Aldon's Contract merchandise, got his wires crossed—and listed our residential grades, rather than our contract fabrics. Aldon's Contract Carpet Engineering Division has a broad range of qualities that are specifically engineered for the contract market. They are available with double jute backing and with our specially developed HD-81 Foam backing—a high-quality, high-density foam that provides extra cushioning in installations where moving heavy goods is a problem. Our HD-81 Foam is particularly effective in supermarkets and automobile showrooms.

Contract Carpet Engineering grades are: Fortress: a triple-twisted 25-oz. DuPont cationic dyeable nylon tweed, with sharp color definition and unusual appearance retention. Sentry: a slightly lighter version of Fortress, this nylon tweed is specifically engineered for installations where severe wear and abuse are a factor. Cordiality: a colorful, durable blend of 60 percent wool and 40 percent nylon, engineered for offices, hotels, motels. La-Mer: a patterned fabric specifically designed for hotels, motels, theaters, restaurants—areas where pattern is important. La-Mer is 60 percent wool/40 percent nylon blend, and is especially effective in corridors and public areas. Militia: a 3-ply all wool, 44-oz. pile fabric for almost any contract installation. Militia is used in executive offices, banks, showrooms. Spearhead: Aldon's first offering of DuPont's Antron in a contract grade, this is a durable, tight level loop specification with soil and stain hiding qualities, durability, and high appearance retention. Spearhead is manufactured on 100 percent synthetic primary backing.

We hope that you will be able to set the record straight because these have been well accepted fabrics, and have been widely used around the country. Contract Carpet Engineering has had great growth, as has the rest of the contract market, in the two years since its establishment; and we look forward to even faster acceleration with this excellent line-up for 1967.

IRVING PLISKIN
Director of Advertising and Sales Promotion
Contract Carpet Engineering Div. Aldon Rug Mills, Inc.

Renovated office building

Dear Sir: I want to take this opportunity to express my sincere thanks for the very fine article in the March issue of CONTRACT. The coverage was far more than I ever expected and we are very proud that you felt the Akron, Ohio, building renovation warranted printing space in your fine magazine.

JOHN P. MAZZOLA, NSID
Akron, Ohio

when Janey's as old as Joan . . .



the SurfLine warranty will expire !

By then your SurfLine Casual furniture will have outlasted 4, 5, even 6 ordinary sets of casual furniture. Actually, you can expose SurfLine to the elements all year long and the warranty still holds! Maintenance-free nickel stainless steel and PVC vinyl cordwrap make SurfLine the casual furniture designed for tomorrow . . . available today!



Free color brochure available on request

SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE

WALL TUBE AND METAL PRODUCTS CO.
NEWPORT, TENN. 37820

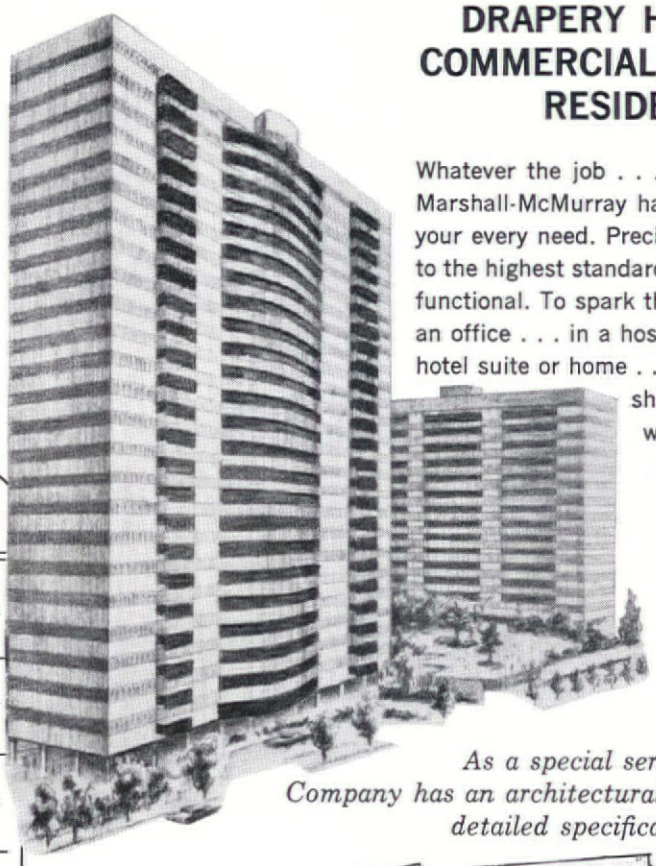
Circle No. 9 on product card facing P. 188

IN CALIFORNIA
IN THE WEST
IN THE NATION

SMOOTH, QUIET AND DEPENDABLE DRAPERY HARDWARE FROM

MARSHALL-McMURRAY

IS THE CHOICE OF EVERYONE FROM ARCHITECT TO INSTALLER



IF YOU NEED QUALITY-DESIGNED DRAPERY HARDWARE FOR ANY COMMERCIAL, INSTITUTIONAL OR RESIDENTIAL APPLICATION

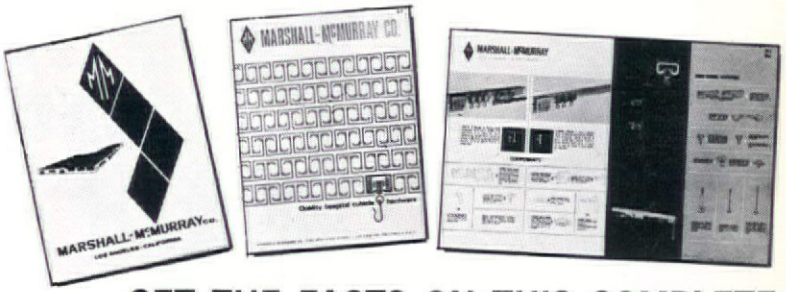
Whatever the job . . . if it calls for drapery hardware Marshall-McMurray has a complete range available for your every need. Precision designed and manufactured to the highest standards . . . versatile, beautiful . . . and functional. To spark the decor of a conference room or an office . . . in a hospital or a theater . . . apartment, hotel suite or home . . . Marshall-McMurray craftsmanship has blended decorative styling with special features and rugged construction to create hardware of unequalled value and quality.

TRACK SELECTOR CHART
COMMERCIAL AND INSTITUTIONAL

	Traverse	Finish	Mounting	Rod Length Feature
250 Aluminum Roller Track	Cord or Hand	Extruded 6063 T5 Aluminum Anodized	Ceiling or Wall	50 ft. — 80 lbs. Smooth Durable
150 Roller Track	Cord or Hand	Cold Rolled Steel Bonderized and Vinyl Coated	Ceiling or Wall	40 ft. — 81 lbs. Economical
314 T Beam	Hand or Cord	Extruded 6063 T5 Aluminum Anodized	Ceiling	40 ft. 120 lbs. Rugged Heavy Duty
300 I Beam	Hand or Cord	Extruded 6063 T5 Aluminum Anodized	Wall or Ceiling	40 ft. 120 lbs. Easy to Curve
LIGHT COMMERCIAL - OFFICE				
650 Aluma Track	Cord (hand)	Extruded 6063 T5 Aluminum Anodized	Ceiling	35 ft. — 60 lbs. Clean Functional Effortless
750 ALUMA TRACK	Cord (hand)	Extruded 6063 T5 Aluminum Anodized	Wall	35 ft. — 60 lbs. Clean Functional Effortless
750 TRACK	Cord or Hand	Cold Rolled Steel Bonderized and Vinyl Coated	Wall	Economical

MARSHALL McMURRAY COMPANY
Quality Drapery Hardware

As a special service the Marshall-McMurray Company has an architectural advisory staff to assist with detailed specifications and plan preparations.



GET THE FACTS ON THIS COMPLETE LINE OF DRAPERY HARDWARE...TODAY!

Specifications, construction details and installation information available upon request. Write, wire or call today.

MARSHALL-McMURRAY CO.

QUALITY DRAPERY HARDWARE

1238 West First Street • Los Angeles, California 90026 • Area Code 213 629-3595

Circle No. 10 on product card facing P. 120

You can carpet offices so Emma Green won't clean up on your cleaning bills.



Since when? Since Herculon®

You remember Emma. She comes in after 5 to tidy up. One of her jobs is cleaning the carpet.

The trouble is, many carpets are hard to clean and cleaning ladies wind up spending too much time on them. So either it'll cost you more in cleaning bills. Or you'll have soiled carpet.

Which is precisely why you should use commercial carpet of HERCULON* olefin fiber.

HERCULON is chemically inert and moisture resistant. Stains and soil stay right on top. And because it's the easiest of all fibers to clean, you'll slash professional cleaning bills to almost nothing.

Besides that, HERCULON is stronger than the whole office staff. And then some. It matches nylon and outperforms acrylics and wool in abrasion resistance.

You can save as much as $3 a square yard below similar type carpets. You can choose from a whole list of colors and patterns, too. From the best carpet mills.

Carpet of HERCULON actually is the strong, silent type. And because it'll help Mrs. Green save time cleaning, you'll have clean carpets and lower cleaning bills. Won't that be nice?

For more information, simply write, call or visit Fibers & Film Dept., Hercules Incorporated, 380 Madison Avenue, N.Y.10017.OX7-0010.

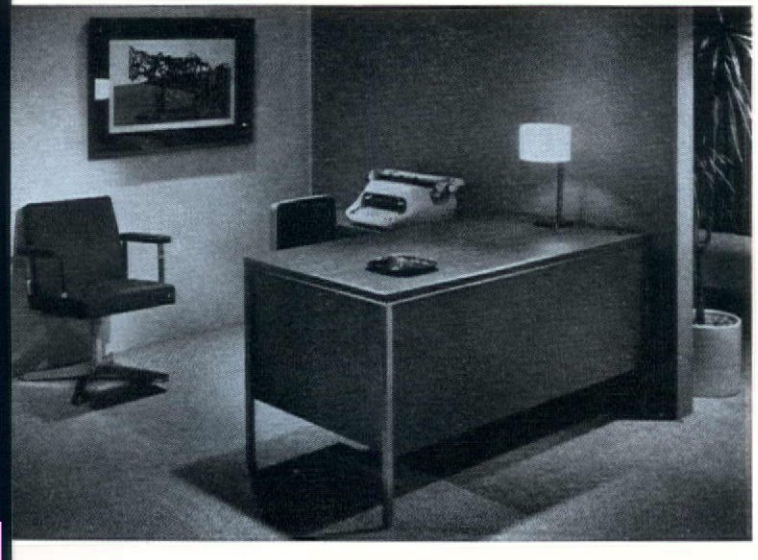
*Hercules registered trademark. FT 67-16

HERCULES

Circle No. 11 on product card facing P. 188



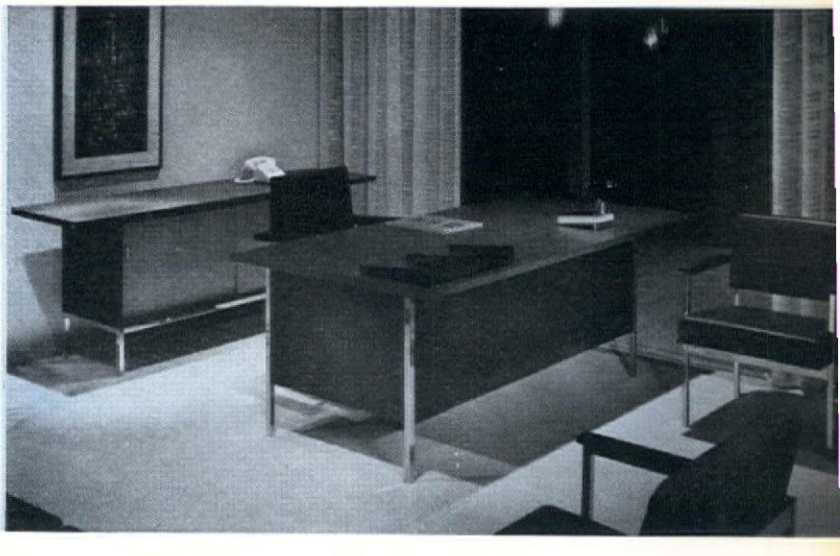
We don't build budget furniture, but we do build furniture for every budget.





Choose from five series of contemporary desks, eight series of complementary chairs.





Each has superb design and construction features...priced to fit your client's budget.

STEELCASE

SHOWROOMS AND OFFICES: GRAND RAPIDS • NEW YORK
CHICAGO • LOS ANGELES • ST. LOUIS • CLEVELAND • HARTFORD
PORTLAND, ORE. • PHILADELPHIA • DALLAS • ATLANTA • DETROIT

Circle No. 12 on product card facing P. 188

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **California—a booming Federal Market**
- **Congress to consider dorm financing**

Where the boys and girls are—that's an easy way to describe what the Federal government has been finding out about California—and why it will become a bigger and bigger customer for contract industry needs in coming years. The facts of the population matter, Census Bureau says, are these:

From the time of the April 1960 census until mid-1966, California's population grew from 15.7 million to 18.9 million, or 20.4 percent. That was more than twice as big a gain in actual bodies as the next fastest growing state, New York—which grew by 1.5 million to 18.3 million, and thus lost its long-standing role as first in numbers.

Look at it another way, from the viewpoint of households. In the first half of this decade, 1960 to 1965, California gained 826,000 households, to 5.8 million—more growth than the 12 states in the entire North Central region registered altogether. New York state in that period grew by 361,000 to 5.6 million households, and lost first place there, too.

And if that isn't enough—well, it isn't. The Census Bureau projections for the next few years show why more contract business will be going California way. Census establishes four models. These put the state's 1970 population at 20.7-21 million. By 1975, this may be 22.9-24.1 million. By 1980, the growth will have risen to an estimated 25.3-27.7 million. And, by 18 years from now, in 1985, the further increase could be to a range of 27.9-31.7 million. In contrast, by then New York state will have fallen far behind, the demographers believe—to a range of 21.7-23.3 million. These estimates are based on a continuing high degree of national economic activity, assumptions of continuing interstate migration, and alternative assumptions of future fertility of the women in each state, as well as preservation of recent differentials in economic activity among the states.

An even rosier view—if you look at people rosily—is taken in a new projection of growth in major urban regions by the Urban Land Institute. The two major urban regions in California had a population in 1960 of 13.8 million. ULI research director Jerome Pickard sees this advancing to 19 million by 1970, 27.2 million by 1980, and a whopping 44.6 million by the year 2000. Perhaps even more interesting from the viewpoint of the contract industry is Dr. Pickard's estimate of population density, which leads to the conclusion of a great deal more multi-family living. Density in the areas, he says, may grow from 471 per square mile in 1960 to about 650 in 1970-80, and spurt to 923 by 2000. For Southern California's urban region, this would be from a population of 8.9 million in 1960 to 18.2 million in 1980 and 31.7 million in 2000—and a density of 541 in 1960 to 830 in 1980 and 1,220 in 2000.

Potomac potpourri

A United States motel organization is expanding overseas, with the help of an all-risk investment guaranty from the Agency for International Development. The guaranty covers half the $780,000 equity investment by Ramada International in a Moroccan company, Ramada Maroc S.A., which will own the eight motels being planned for Morocco. Technical guidance will come from Ramada Inns, Inc., U.S. motel chain. Engineering design and construction will be by Northeast Construction Managers of Morocco, S.A., affiliated with Northeast Construction Managers, Inc., Syracuse, N.Y. Each motel will have 60 guest units.

The Administration supports a bill, H.R. 157, to establish a Commission on Governmental Procurement. This would undertake the first full-scale review of Government procurement policies and practices since the first Hoover Commission report, almost two decades ago. Meanwhile, the Government is seeking to reduce supply inventories, bring procurement regulations of such agencies as General Services Administration and the Defense Department into as much uniformity as possible, and establish tighter controls on proposed procurement.

An interdepartmental Hardwood Timber Conservation Committee has just suggested that interested groups get a chance to express their views in public hearings on the possibilities of legislation to control exports and domestic consumption of fine hardwoods, used in the manufacture of such products as furniture, fixtures, and paneling. Export controls without concurrent reduction in domestic consumption won't achieve the desired balance between consumption and growth, the report says.

Future of college market

Congress is being asked to take steps to assure enough financing for college dormitory needs for coming years. The Administration wants to increase the present 3 percent rate on loans it makes for this purpose, now $300 million yearly, to a floating level in the neighborhood at this time of 3⅝ percent. The lower rate has cut into private financing of bond issues considerably. Colleges want the 3 percent rate continued; investment bankers look kindly on a compromise proposal that would have the Federal government pay the difference in debt service to a school that floats its bonds on the private market, between the market rate and 3 percent. This is a market for the contract industry that will be growing. The schools themselves, in recent testimony here on the issue, think their needs will be $1.5 billion annually for the next 10 years. In 1965, their housing facilities totaled 1.5 million student spaces. To meet the demands of the 1965-75 decade, colleges and

(*Continued on page* 16)

Circle No. 13 on product card facing P. 188

OLE'

LA COSTA





a new pattern in

EMBOSSED

Patent Applied for

SUN & SHADE

INDOOR - OUTDOOR CARPET

with pile of **100% HERCULON*** olefin fiber

selection of lively colors to choose from... also available in embossed CarvTone or smooth finish Contemporary

...Contact Your Orcco Distributor

orcco INDUSTRIES, INC.

A Subsidiary of Ludlow CORPORATION

– SUN & SHADE DIVISION
4903 Everett Avenue,
Los Angeles, California 90058

New York City
295 Fifth Avenue

Chicago
Space 13-166
Merchandise Mart

Seattle
Space 610
Northwest Home
Furnishings Mart

San Francisco
Space 383
Western
Merchandise Mart

Good Housekeeping

* Hercules registered trademark



HAND PRINTS BY DESOTO A COMPREHENSIVE NEW SOURCE FOR DECORATORS

The dream of every artist designer of wallcoverings is complete freedom of personal expression . . . even to working with the artisan in final production.

Under such conditions design finesse is no longer a mere verbal application. The highly personal esthetics of color control are no longer a mechanical matching process.

The deliberate underplay to achieve subtle effects becomes a reality. Elaborate designs become a possibility. The purity and clarity of color in the artist's personal visualization are accurately expressed in the final product.

In Hand Prints by DeSoto, the decorator will find exactly what the artist designer has conceived . . . uniquely unusual designs and color combinations which will inspire the decorator and please the client.

The designers' imaginations and agents have roamed the world for design sources and color applications. Included in the collection are also contemporary adaptations of originals from the Smithsonian Institution, and both early American and Victorian-based designs.

Practicality has not been overlooked. Hand Prints by DeSoto are screened on vinyl grounds. They are easy to apply, durable and strippable. Decor may be changed without difficulty or undue mess.

Hand Prints by DeSoto include foils, gravure silks, pearlescents and flocks.

They are available through exclusive decorator channels, and may be seen at leading showrooms.

The artistic and technical skills of DeSoto are available to interior designers for custom designs and documentary reproductions.

Also available are special colorings of this collection. Production and pricing information on request. We welcome inquiries.

United DeSoto

3101 South Kedzie Ave., Chicago, Illinois 60623

Circle No. 14 on product card facing P. 188

OUR WASHINGTON REPORT

CONTINUED FROM P. 14

universities will need another 1.5 million, and possibly 1.8 million, spaces. The cost of this additional housing, plus updating present units, may run $11-16 billion, in 1966 prices.

The college administrators see their enrollment rising from 4.9 million students in 1964 to at least 10 million by 1974. Of the increase, three-fourths might be full-time students, and about two-fifths of them must be provided with housing, the college officials contend.

Procurement potentials

A sampling of recent invitations to bid, of interest to contract industry executives, includes:

General Services Administration, Washington — Composite metal and wood quarters furniture, 1,460 each. Also, 3,790 each. Traditional mahogany wood double bedsteads, 878 each. Cotton damask tablecloths. Modern wood household furniture, 300 each. Traditional mahogany wood desks, 336 each. Living room davenports, 229 each.

Defense General Supply Center, Richmond, Va.— Vinyl resin tile, 15,000 cases. Floor lights, 2,428 each. Desk lights, 250 each. Lighting fixtures, 200 each. Glass mirrors, 4,600 each.

GSA, Seattle—Metal dinette chairs, 600 each. Aluminum umbrella lawn tables, 150 each. Chaise lounge and chair sets, 350 sets. Modern desk wood side-chairs, 400 each. Upholstered furniture, lounge chairs with arms, 400 each; sectional davenports, 400 each; occasional tub chairs, 200 each.

Award announcements

Contract industry awards made recently by Federal procurement agencies include these:

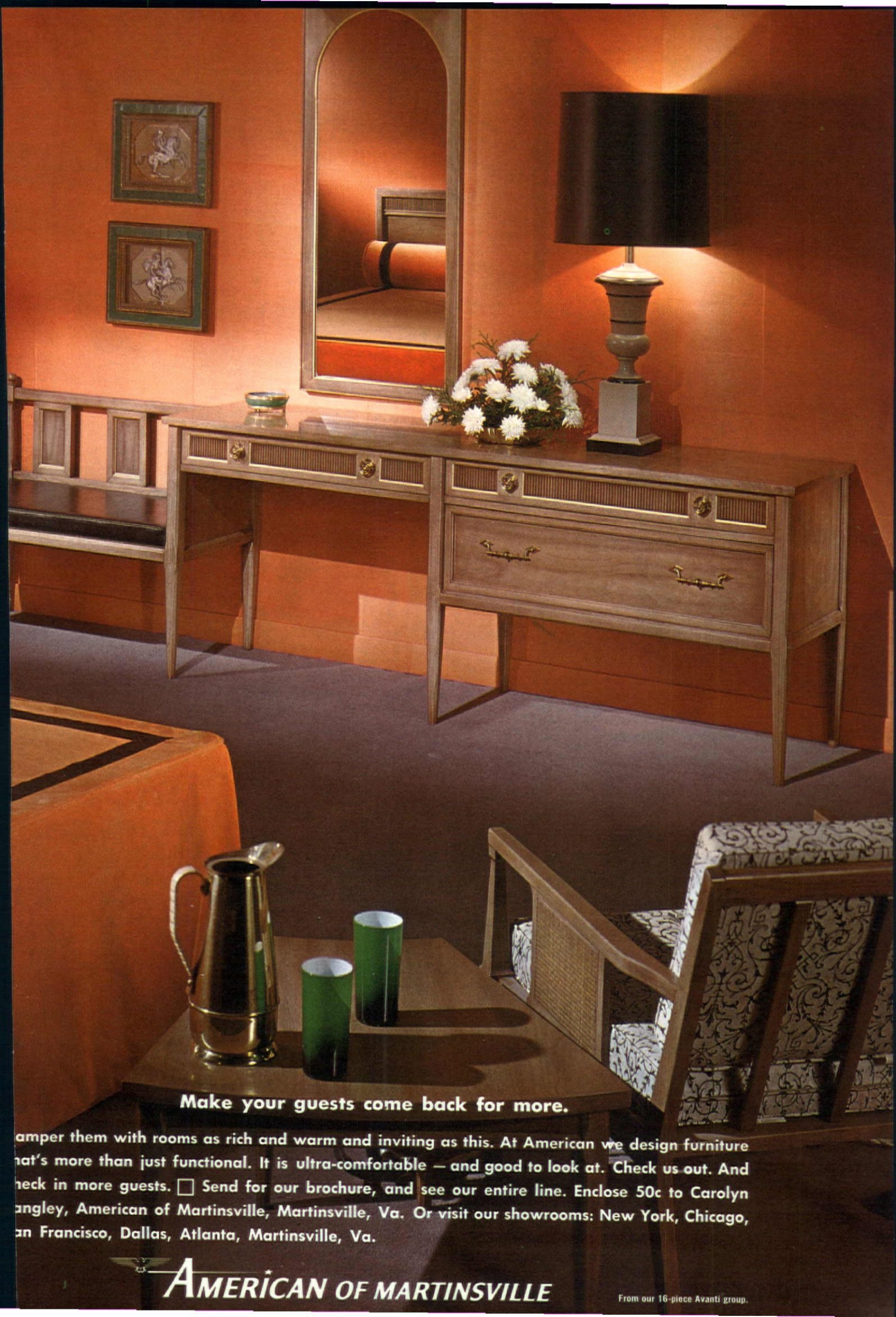
General Services Administration, Washington — Steel filing cabinets, card sizes. Estimated amount, $905,448. Hillside Metal Products, Inc., Newark. Flash Filing, Inc., Fresno, Calif. Letter and legal steel vertical filing cabinets, indefinite quantity, estimated amount, $2,234,500. Hillside Metal Products. Standard Pressed Steel Co., Jenkintown, Pa. Aluminum office chairs, $153,820, to General Fireproofing Co., Washington. Non-insulated steel security cabinets, $18,630, to Mosler Safe Co., Arlington, Va. Unitized wood office furniture, estimated amount $829,552, through April 30, to J. Rishel Furniture Co., Williamsport, Pa. Unitized wood office furniture and companion chairs, estimated amount $100,662, to W. D. Campbell Co., Washington. Classroom furniture, estimated amount $5,000, to General Fireproofing Co.

GSA, San Francisco—Floor, table, and desk lamps, $11,071, G.F.C. Mfg. Co., Brooklyn. Household furniture, $18,991, B. P. John Furniture Co., Portland, Ore. Composite wood and metal and upholstered furniture, $161,648, Techfab, St. Louis. Household furniture, $233,590, Gillespie Furniture Co., Los Angeles.

U.S. Military Academy, West Point, N.Y.—Cadet room furniture, $43,901, Lamtron Industries, Inc., Miami.

GSA, Seattle—Table lamps, $12,060, Modern Art Products, Kansas City, Mo. (C)

Circle No. 30 on product card facing P. 188



Make your guests come back for more.

amper them with rooms as rich and warm and inviting as this. At American we design furniture hat's more than just functional. It is ultra-comfortable — and good to look at. Check us out. And heck in more guests. ☐ Send for our brochure, and see our entire line. Enclose 50c to Carolyn angley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, an Francisco, Dallas, Atlanta, Martinsville, Va.

AMERICAN OF MARTINSVILLE

From our 16-piece Avanti group.



Circle No. 19 on product card facing P. 188

PEOPLE

Norman DeHaan Associates, architect and inte designer, has made several significant additions t staff. ARTHUR W. WALLACE will be associate archi in charge of the Architectural Department; ROBER PAIGE will be in charge of special projects for Interior Design & Space Planning Dept. EVANG NEXTAXAS, MARGARETA SARNSTEDT, and PAUL HSIEN SHEN have joined the firm as staff designe

MILES VAN ALSTYNE has been named director of chandising of the Syroco Division of the Rexall and Chemical Co. He will assume some of the d of vice president of marketing; no appointment to position has been made.

WILLIAM WIEGAND has joined Painter Carpet a subsidiary of Collins & Aikman Corp., in the n created position of sales manager of the contrac partment. In his new post, Wiegand will recrui organize a national contract sales force. He will quarter in the New York City offices of Collins & man.

VINCENT CONNOLLY has been appointed sales ma in the New York City area for Scalamandre

JOHN COMISKEY has been named an assistant in designer for Bamberger's Contract Interiors.

RICHARD SHWAYDER has been named assistant president, furniture sales and E. M. STRAUSS ass vice president, furniture manufacturing for Sa ite Corp.

JOSEPH GROSS was named merchandising and motion manager of the Milium Division of D Milliken, Inc. home furnishings department will include responsibility for the contract ins draperies and linings fields and the promotio merchandising of Milium window shades.

JOSEPH R. DANIEL has joined the Dawbarn D W. R. Grace & Co. as market research ma

HORST GUNTHER has been named regional rep tative covering Florida and the Bahamas for Scott Fabric Corp. He was formerly a member design staff of Edward Wormley in New York.

In an expansion and realignment of the div sales staff of the mobile and folding products d of Hamilton Manufacturing Co., FRANK F BURK was named southeastern sales represe working out of Atlanta, Ga.; RUSS DIANA ha appointed northeastern sales representative a work from South Plainfield, N.J.; and PETE S is now mid-western sales representative rel to the Chicago area.

THOMAS A. KEENAN and JOHN J. INGRAM ha appointed district sales managers for Stand Herkimer, N.Y. and its Emeco and Metwoo sions in Hanover, Pa., in the Middle Atlan Southeastern states respectively.

Circle No. 20 on product card fa

DESIGN • ROBERT ALAN MARTIN



CLAY DESIGN

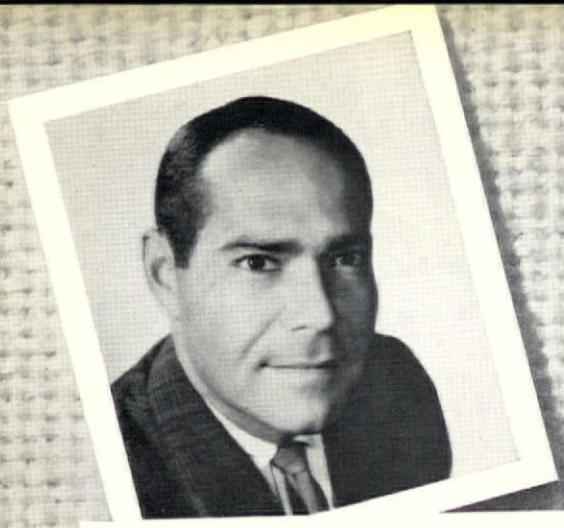
1620 EAST 25 STREET, LOS ANGELES, CALIFORNIA 90011

PLANTERS, SAND URNS, ASHTRAYS, LAMPS AVAILABLE IN 12 CHROME COLOR GLAZES. BASES IN WALNUT, TEAK, ROSEWOOD, POLISHED CHROME.

PHOTOGRAPHY • BOB LOPEZ

CATALOG AVAILABLE UPON REQUEST

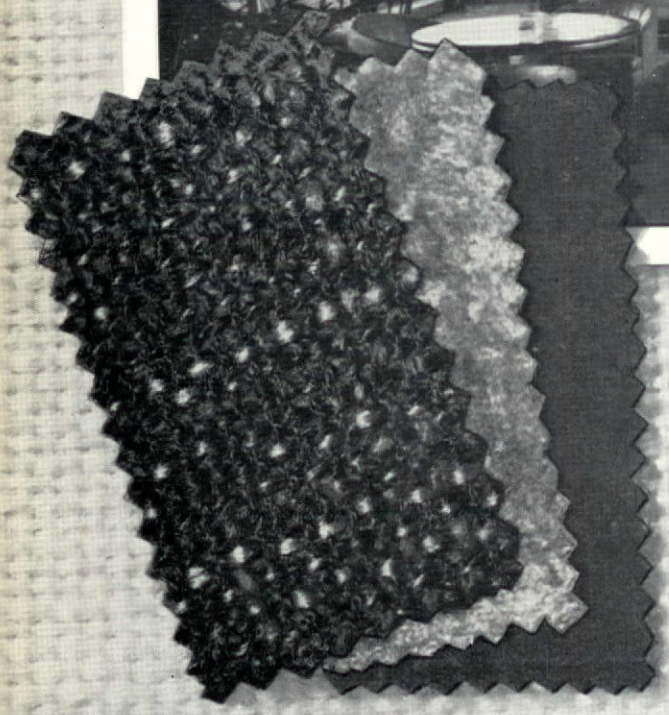
LOS ANGELES, SAN FRANCISCO, SEATTLE, DENVER, DALLAS, CHICAGO, PHILADELPHIA, DETROIT
NEW YORK, BOSTON, ATLANTA, MIAMI, HONOLULU • COPENHAGEN, BRUSSELS, ZURICH •



Donald Robbins, A.I.D.: Why did you specify Kravet Fabrics for the Century Plaza Hotel?



LOBBY COURT, CENTURY PLAZA HOTEL, A WESTERN INTERNATIONAL HOTEL.



"I LIKE THE ENORMOUS RANGE OF PATTERNS AND COLORS...I'VE BEEN USING KRAVET FABRICS FOR YEARS...EVEN IN MY HOME..."

Donald A. Robbins, A.I.D. used Kravet Fabrics virtually throughout the hotel, including Kravet's tangerine velvet, a crushed velvet in a warm, rich gold, and a green and brown for the lobby court chairs. Mr. Robbins made the choices as senior interior designer for Western Service and Supply Company, The Western International Hotels' subsidiary that designed and installed all the interiors.

Write for complete information

KRAVET FABRICS, INC

110 Crossway Park Drive, Woodbury, New York 11797
Telephone 516 WA 1-8411

BRANCH SHOWROOMS IN BOSTON • CHICAGO • DALLAS • DENVER • LOS ANGELES • SAN FRANCISCO • BALTIMORE • PHILADEL

Circle No. 50 on Product Information Card.

/EW!... Quiet Strength—with Flair!



YON
kes
e sameness
ut of
eel
rniture

■ Fine steel office furniture of the past never had such a hushed sound. Or such sturdiness, such trim lines. It took Lyon—veteran perfectionists in steel equipment—to do it.

We made the desk top the main structural member from which all other parts stem. Used *two* layers of steel, the lower half fully ribbed for extra strength. Back panels are double wall type, with honeycomb filler for complete soundproofing. Pedestals are continuously welded tubular structures which gird the front opening. Fully sound-proofed. And our exclusive "lock-in-top" feature controls *all* drawers, provides for interchangeability of pedestals.

Careful sculpturing looks less massive, adds leg room. Double-walled drawers have vinyl glides and rubber bumpers for added serenity. And to top it all off, there's a choice of 9 lustrous 100% acrylic finishes that will last with the furniture.

For the ultimate in quality at attractive prices, see your Lyon office furniture dealer. Ask him to demonstrate the "unprecedented 7*" Lyon advantages.

*Patents Pending

LYON OFFICE FURNITURE

Showrooms: New York, Chicago, Los Angeles

LYON METAL PRODUCTS, INC.
632 Monroe Avenue, Aurora, Illinois 60507

☐ Send my free copy of your full color brochure
☐ I'd like the name of my nearest dealer

Name_____

Address_____

City_____ State_____ Zip_____

Circle No. 21 on product card facing P. 188

SETTING: NORMAN MICHAELOFF



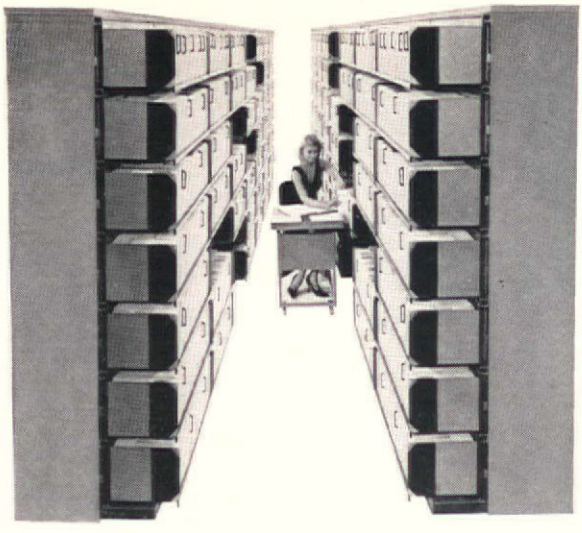
We're on the ball...with imaginative prints, damasks, brocades, velvets, textures and what-do-you-r

Scalamandrè

FABRICS • WALLCOVERINGS • TRIMMINGS

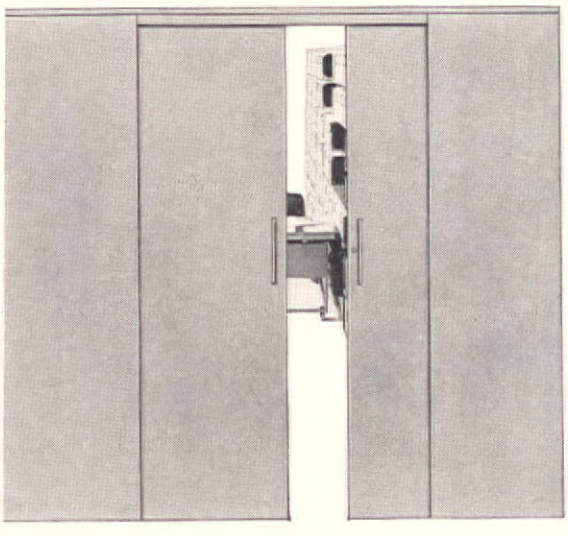
977 THIRD AVE., NEW YORK • ATLANTA • BOSTON • CHICAGO • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • MEMBER RESOURCES

Circle No. 22 on product card facing P. 188



when you've improved the product all you can...

improve the package



serv-a-file V® is the system at made double-bank filing ible, putting more files into ess space than ever before, lowest per-inch cost in the market. It works. And our customers tell us it's great.

Great. Now, what do we do for an encore?

Get them out of sight.

doors on Conserv-a-fileV®. ou can enclose—even lock your entire filing area when t's not in use, keeping your ecords secure behind solid sheet steel doors. Facing Conserv-a-file V® units can now add a file room to your office as simply as that. And the beautiful extra your choice of ten different to match any office decor, ove any office appearance. r space savings, efficiency eauty, Conserv-a-file V® is kage you should look into.

SUPREME

sed Dealers Throughout The U.S.A. Also Available in Canada

SUPREME STEEL EQUIPMENT CORPORATION
170-53rd STREET, BROOKLYN, N.Y. 11232

☐ Please send me information on Conserv-a-file V®.

☐ Have a Representative call me.

Name.....

Company.....

Address.....

City..... *State*..... *Zip*.....

S-5

Circle No. 23 on product card facing P. 188

GROUP

Dori Yung-Ching Yi; Oscar Cassini; Don Elmer; Dorothy Munn; Dorothy Allen



seven new prints in a collection of upholstery and drapery fabrics

These architecturally inspired "Group 7" patterns represent the work of five designers on a particular theme. The designs are large in scale, rugged, bold, fresh, original. Samples on request.

ISABEL SCOTT

Isabel Scott Fabrics, Decoration and Design Building, 979 Third Avenue, New York, New York 10022 Chicago, Illinois: Space 1180 Merchandise Mart.

← Circle No. 24 on product card

Circle No. 25 on

CONTRACT NEWS

SANFORD HANAUER has opened his own interior de consultant office, Sanford Hanauer Associates, 2 The Hollows, Syosset, New York, and will spec in commercial space planning and design. Hanaue with the Eleanor LeMaire office for 15 years pri establishing his own office, and before that, two with Welton Becket & Associates.

MASTERS ACKERMANN & MORAN, INC. announces its business will now be conducted under the na MILDRED MASTERS ASSOCIATES INC.

WELLS M. SQUIER, interior designer, has move design studio and office to 220 D, Commercial Lauderdale-by-the-Sea, Fla.

BAKER FURNITURE, INC. has purchased the ass BARNARD & SIMONDS CO., other than land and ings. No significant changes in design policies o sonnel have been announced, except that Robe Gamble, president of Barnard & Simonds, wil become sales manager of the new division.

PARKWOOD LAMINATES, INC., Wakefield, Mass moved its western regional headquarters to a ing at 165 S. Mission Rd., Los Angeles. G. W Braun, Jr., western sales manager, and Pierce, western regional manager, will conti direct the sales staff in the 11 western states.

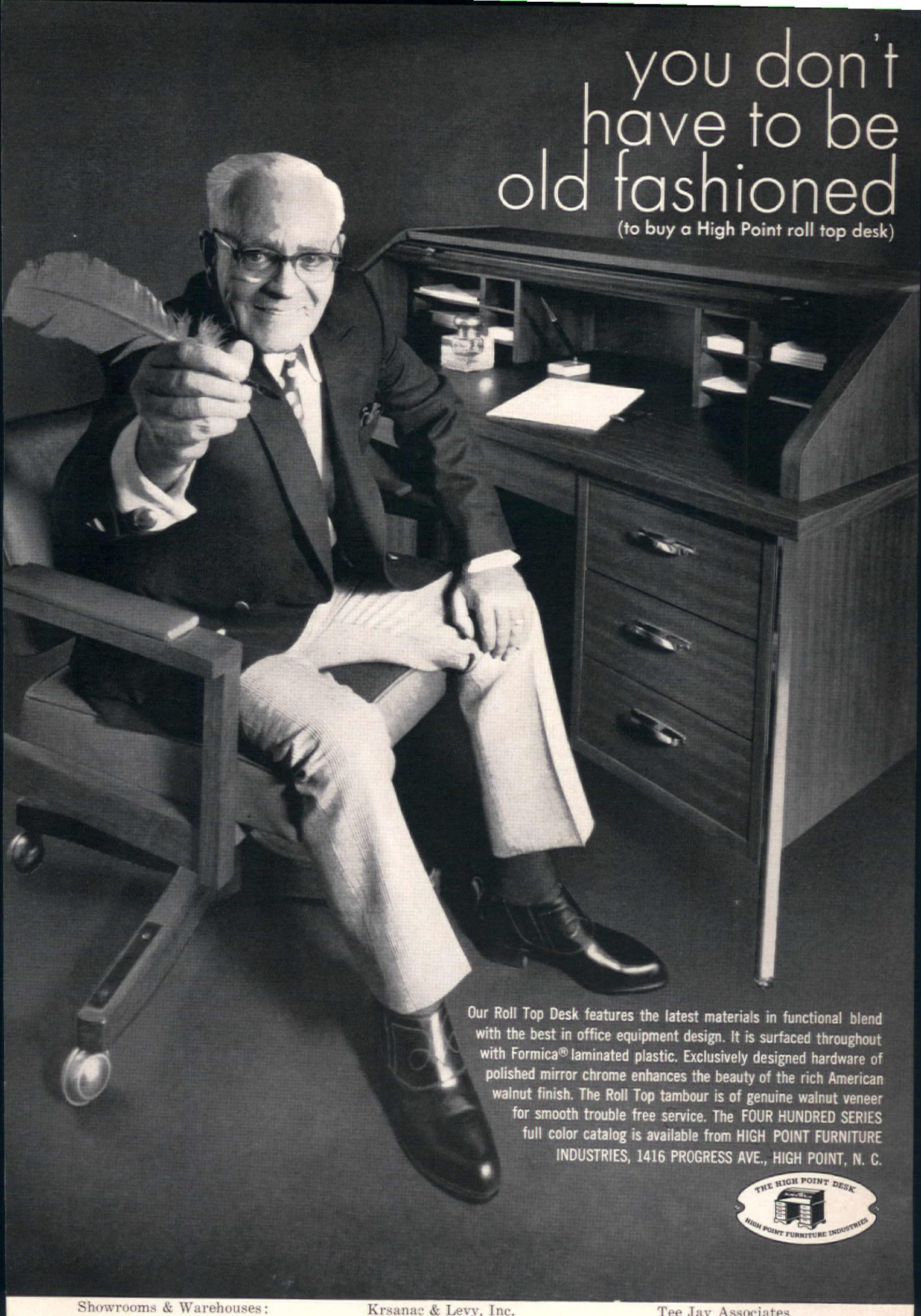
DAVIS FURNITURE INDUSTRIES, INC., High Point opened a showroom at 1 Park Ave., New Yor which is being operated by J.P. Schmitt & Ass Davis' New York representatives. The firm h broken ground for 20,000 square feet of ad production and office space in High Point.

CONTEC, Cleveland, Ohio, is the new name TERIORS, INC., general contractor for interio ishings. The name is derived from the serv fered by the company—Contract Technicians terior Furnishings.

WILLIAMS OFFICE FURNITURE CO. is now loca Park Ave., New York City.

GORDON WINSLOW FABRICS LTD. opened a sh at 979 Third Ave., New York City, with Mr. acting as fabric coordinator for the Peacoc tion. R. V. Bendrat, director of the Peacoc paper Collection, is vice president; Marie and Sylvia Ender will represent the com Montreal.

DIRECTIONAL CONTRACT FURNITURE CORP. ha C. J. WELCH & ASSOCIATES as western sale sentative for its contract line of desks, cabi seating. The Welch organization covers 13 states.



Showrooms & Warehouses:

Krsanac & Levy, Inc.
16 E. 53rd Street
New York, N.Y.

Tee Jay Associates
3030 South 24th Street
Kansas City, Kansas

Faux bamboo romanticized by Molla in "furniture that cares for itself."

We're romantics at heart. And good thing . . . Look at our latest effort. We've taken care-free Alumaloy®. (A Molla exclusive.) Given it the look of bamboo. Shaped it to princely proportions. Tastefully tailored it. And voilà! Our style PA/9. Period pieces with a contemporary flair. Perfect for fine restaurants. Better shoe departments. Boutiques... Get all the facts.

alumaloy molla FURNITURE

Write for further information
Molla Contract Co., 425 East 53rd St., New York, N.Y. 10022



Designed by Fre

cfc adds a personal touch to commercial carpet installations







sultation Before selecting ting for the executive suites icago's La Salle Hotel, Com- ial Floor Coverings, Inc.'s Caruso and Charles Lager- met with designer Virginia ey Ross to discuss her plans.

co-ordination John and Chuck then selected carpeting that would best fit the hotel's needs and complement the interior design plan. John and Virginia met to correlate color swatches of the carpeting with upholstery and drapery fabrics.

supervision Working closely with CFC's carpeting technicians, Chuck gave the carpet installation his personal attention and thorough inspection before considering the job completed; an added personal touch to assure perfection.



lts A flawless installation of the right ting. For the La Salle's Joliet Suite, as s other executive suites, CFC chose Cabin ' "Spice Craft" carpeting with carpet pile with Acrilan® acrylic fiber to provide the ndertone needed to dramatize the suite's reatment, meet the demands of heavy and offer trouble free maintenance.

Acrilan® acrylic fiber by Monsanto

CABIN CRAFTS

For commercial carpet installations with a personal touch, write or phone John Caruso or Charles Lagerquist at

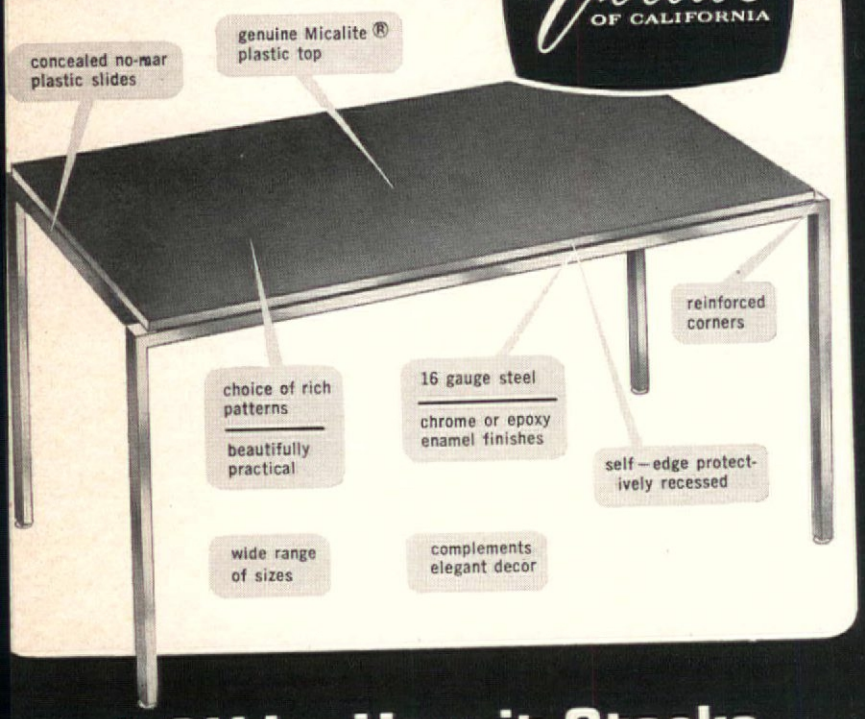
cfc

commercial floor coverings
300 W. Washington St. • Chicago, Ill. 60606
(312) 782-3740

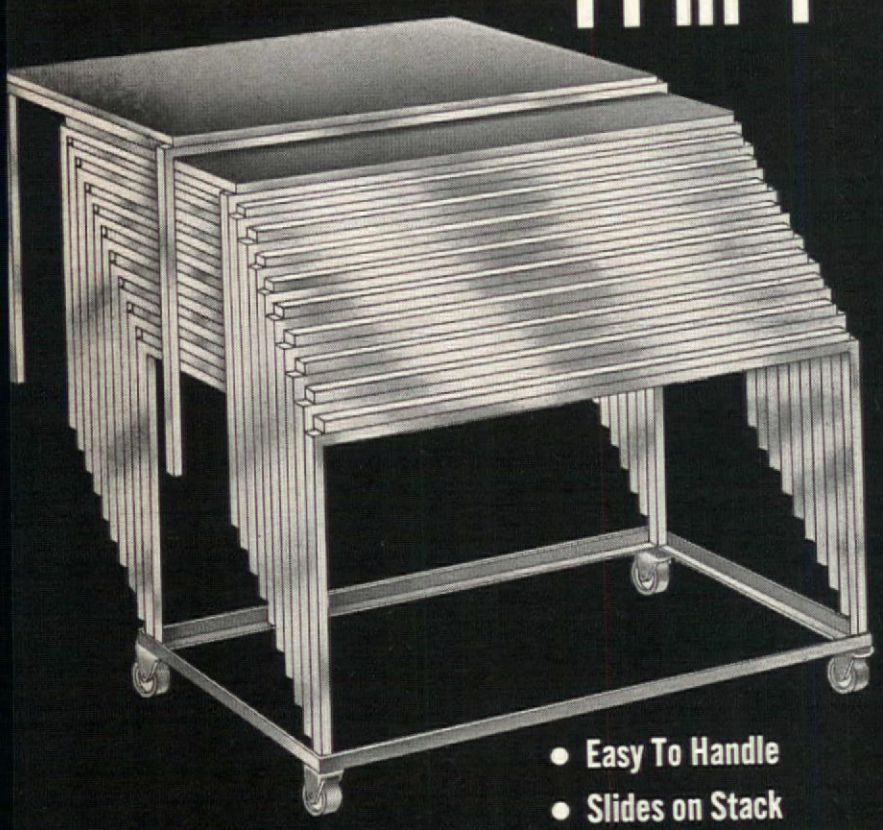
Circle No. 27 on product card facing P. 188

NTRODUCING THE EXCLUSIVE
IEW STACK TABLE by Virtue OF CALIFORNIA

patent pending



and OH! How it Stacks... 11 in 1



- Easy To Handle
- Slides on Stack
- Compact To Store
- A Cinch To Set Up

Stack Height: 2" Per Table
Stack Width: Plus 1¼" Per Table
Dollies Available

Get all the facts . . .
telephone . . . wire . . . write . . .
for literature showing
Virtue multi-purpose
stacking chairs and tables

VIRTUE OF CALIFORNIA, Contract Department
A Division of Schlumberger Ltd.

CALENDAR

1967

June 18-22. New York China & Glass Show. H New Yorker, New York City.

June 18-24. Summer Furnishings Market. Merc dise Mart, American Furniture Mart, Chicago.

June 25-29. New York Lamp & Home Furnish Show. New York City.

June 25-30. New York Furniture Market. Var market buildings, New York City.

June 26-30. New York Floor Coverings Openi 295 Fifth Ave., New York City.

July 9-13. Furniture Market, Seattle, Wash.

July 10-14. Furniture Market. High Point, N.C.

July 10-14. Furniture Market. Dallas, Tex.

July 16-21. Furniture Market. Atlanta, Ga.

July 16-21. Summer Furniture Market. Los An Home Furnishings Mart, Los Angeles.

July 17-21. Atlanta Furnishings Market. Merc dise Mart, Atlanta, Ga.

July 24-28. Western Furnishings Market. We Merchandise Mart, San Francisco.

July 31-August 4. Twin-City Furniture Market. neapolis Auditorium and Midwest Mercha Mart, Minneapolis, Minn.

August 4-6. Florida Furniture Market. Miami B Fla.

August 21-23. Furniture Show. War Memorial torium, Boston, Mass.

September 8-9. Northwestern Hotel-Motel As tion Annual Convention. Park Motor Inn, Ma Wis.

September 13-15. International Council of Soc of Industrial Design (ICSID) Congress. Mo Canada.

September 15-20. American Institute of Interi signers, 36th Annual Conference. Shoreham Washington, D.C.

September 17-21. Furniture Market. Jame N.Y.

September 20-23. NSOEA Annual Convention rad Hilton Hotel and International Amphit Chicago.

September 27-29. Furniture Market. Dallas, T

October 16-20. Fall Furnishings Market, Sun Casual Furniture Market. American Fu Mart and Merchandise Mart, Chicago.

October 19-21. AH&MA Annual Convention. Hilton, Boston, Mass.

October 20-27. Southern Furniture Market Point, N.C.

October 30-November 3. Outdoor & Casual ture Show. New York City.

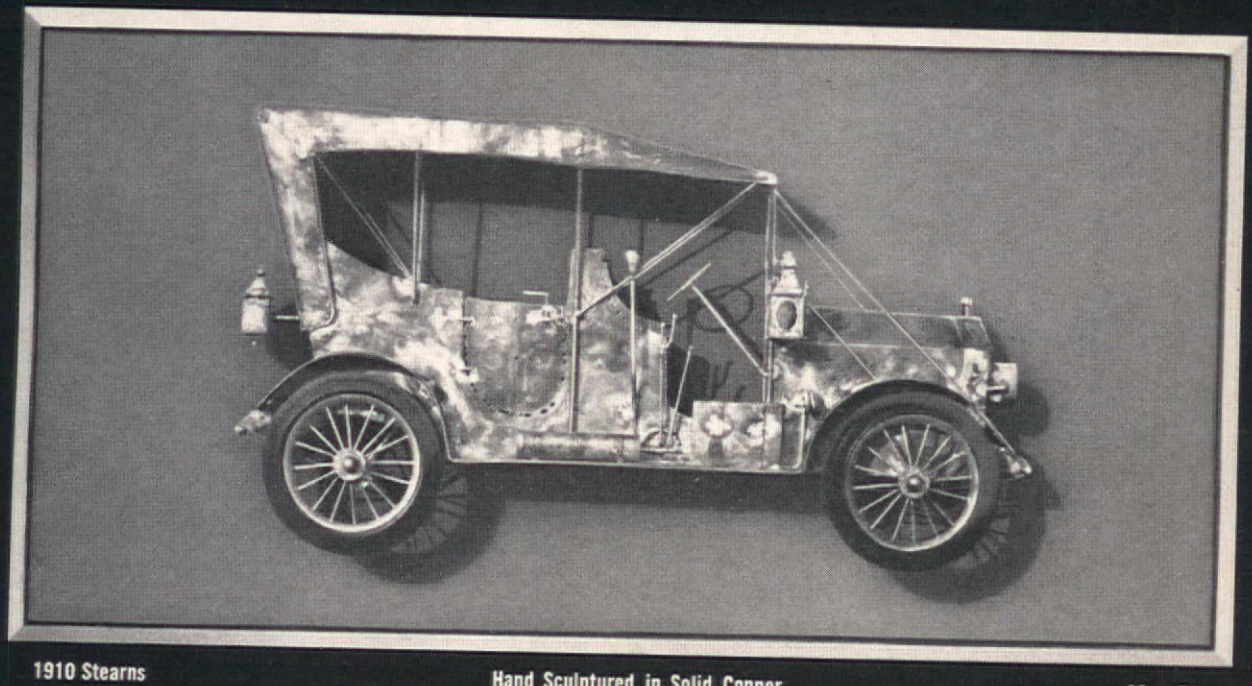
November 6-9. National Hotel & Motel Exp 52nd Annual Convention. New York C New York City.

November 9-12. NSOEA Eastern Convention hibit. Statler Hilton Hotel and Trade Sho ing, New York City.

← Circle No. 28 on product card

Circle No. 29 on

Paintings and Metal Wall Sculpture



1910 Stearns — Hand Sculptured in Solid Copper — 26" x 50"

...FURNISH THE WALL

With HILLSIDE'S Exclusive Paintings and Metal Wall Decor... at all Major Markets

For the unusual, consider Hillside House of Original's brass and copper wall sculptures on rich deep pile velvet backgrounds and framed in gold leaf. The variety of designs and meticulousness of workmanship make them a focal point on any institutional or home wall.

HILLSIDE House of Originals

Color Catalogue Available... to Rated Accounts
write for the name of your local representative

Hillside House of Originals 2801 West Olive Avenue, Dept.C Burbank, California 91505 Tel. 845-3531, Area Code 213

The Chair Recognizes Style.

Style... plus the quality craftsmanship and exceptional value you've come to expect from one of the world's leading suppliers of contract furnishings. And Shelby Williams has designs to meet any decorating requirement... whether modern or traditional, harmonizing or contrasting, one chair or a hundred.

Add to style and quality the other features of this fine furniture... comfort... elegance ...luxury... individuality. You'll see why Shelby Williams has the perfect answer for perfect interior designs.

And best of all... Shelby Williams is your *one great contract source* for contract furnishings. Through Shelby Williams and its subsidiaries, Madison and Duo Bed, the designer, specifier, architect and contract dealer can fill virtually every need in the total concept planning and coordination of today's business-institutional-commercial interiors.

Why not write for our catalogs today?



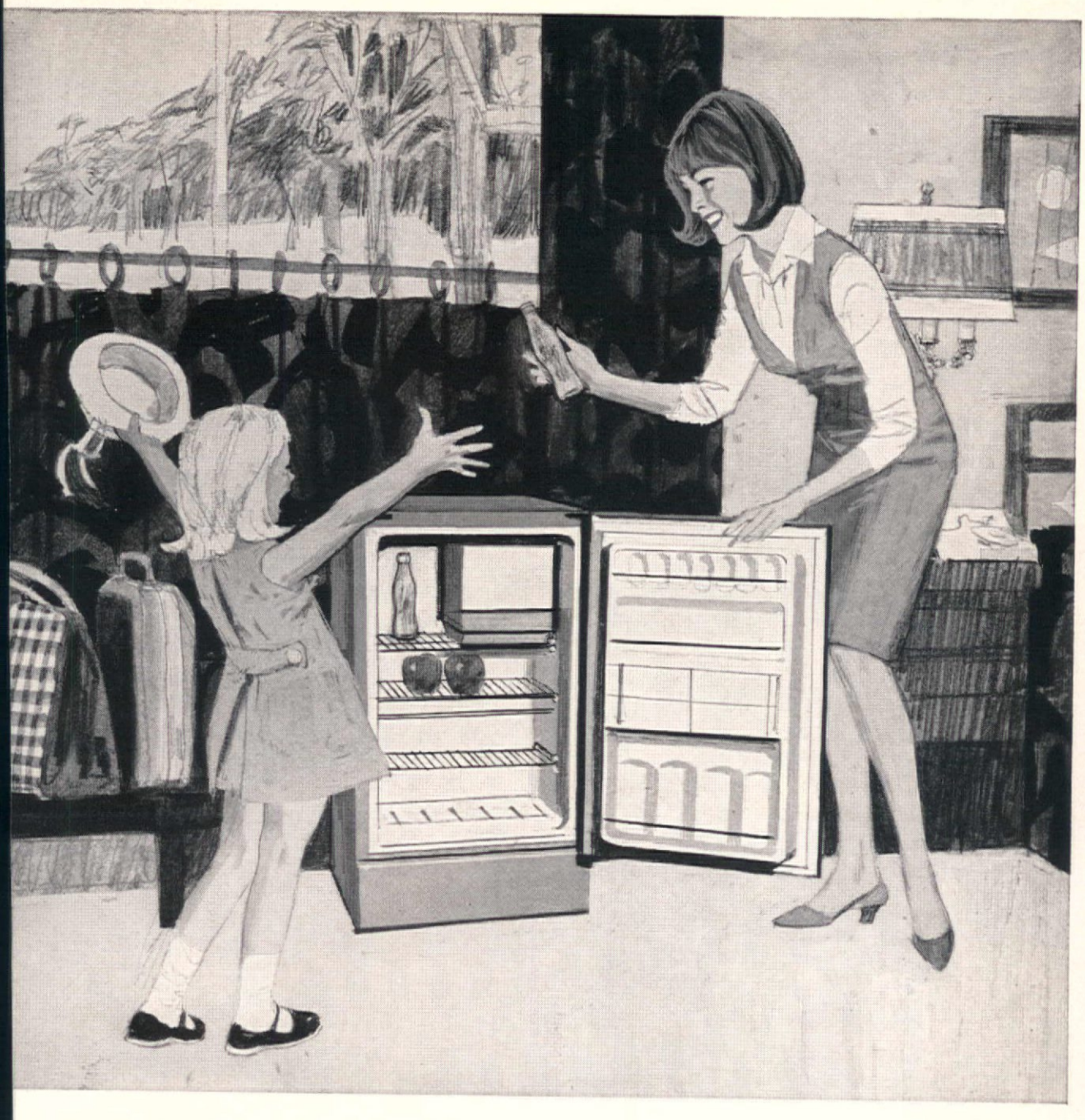


Shelby Williams

MERCHANDISE MART, CHICAGO, ILLINOIS 60654

Subsidiaries:
MADISON FURNITURE INDUSTRIES, Canton, Mississippi
DUO BED CORPORATION, Wichita, Kansas

A PRODUCT OF 1 GREAT CONTRACT SOURCE SW Shelby Williams INDUSTRIES



How to be a cool operator

Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

The extra comfort of a snack, a cold drink immediately at hand, brings many a repeat visit. Across the country ASTRAL hospitality has paid off greatly. Many motel operators have reported the liquidation of their investment in as short a time as six months.

Get the facts today on the compact refrigerators that are guaranteed silent in operation—no radio or TV interference. No moving parts to wear out. Available in sizes and finishes to fit any decor.

Over 2,000,000 Astral refrigerators now in use.

morphy-richards Astral

MORPHY-RICHARDS, INC. ☐ ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 32 on product card facing P. 188

. 31 on product card facing P. 188

GROUP NINE-EXECUTIVE: Risom's special contribution to the executive environment. A collection o furniture attuned to the modern concepts in architectural and interior planning—strikingly practical an handsome furniture—sets a mood for the individual and an atmosphere for executive action. Desks, cabine chairs, deftly designed in natural walnut; together with hundreds of Risom fabrics, vinyls or leathers to choose from. Pieces that are individually important—collectively balanced. The Risom Group NINE-Executive planning brochure available on request.

the answer is Risom

Risom

Jens Riso
Design
Inc.



Executive Off
444 Madison Ave., N.Y.C. 10
Showro
Atlanta, Chicago, Los Ang
New York, San Franc
Sales Of
Dallas, Detroit, Minnea
Internati
Argentina, Australia, Ca
Denmark, Great Britain, Singa



he complete rofessional brary of colors, patterns nd woodgrains... *for specifying Consoweld laminated plastic*

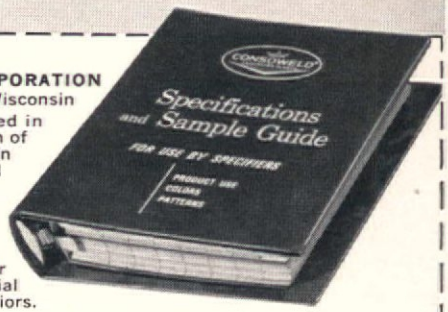
nsoweld's Specifications and Sample Guide contains the mplete and current product line assembled in a com-ct and easy-to-use form. It allows you to specify your minated plastic requirements with confidence and ac-racy. Each Consoweld sample has 7 specially scored, ady-to-use pieces of actual Consoweld laminated stic that may easily be snapped off and affixed to ur specification layout.

Consoweld Corporation automatically provides infor-tion on technical and new product developments, olication procedures, and supplies you with samples every new pattern introduced. The Specifications Sample Guide is available only ough authorized Consoweld dis-putors. For your copy of this horitative guide, call your Conso-d distributor or mail the coupon.

CONSOWELD® LAMINATED PLASTIC

CONSOWELD CORPORATION
Wisconsin Rapids, Wisconsin

Sirs: I am interested in Consoweld's program of improved accuracy in specifying laminated plastic for walls, fixtures, furniture, wainscoting, kitchen and restaurant counters, vanities, and cabinet faces for residential, commercial and institutional interiors.



Name.....

Title.....

Firm.....

Address.....

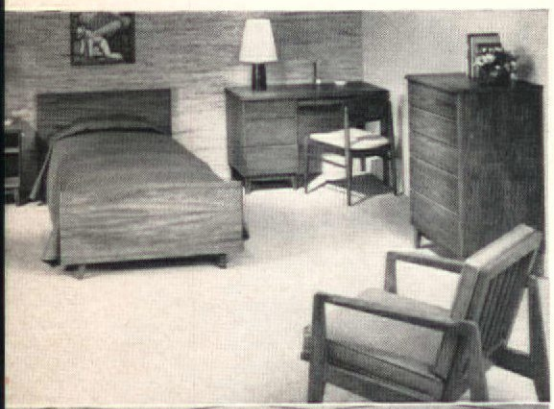
City..... State..... Zip.....

10-A

Circle No. 34 on product card facing P. 188

. 33 on product card facing P. 188

THONET furnishes all these settings ...and more









Beauty is an art, strength a virtue. Thonet combines them into chairs, tables, lounges—*whatever* your needs may be, and in a myriad of styles to provide you with single-source buying.

Thonet furniture is for the living that people do when they go out. Out to dine, out shopping, out to meetings and conferences, out to the office. Away to school or college, hotel or motel, nursing home or hospital.

That's a lot of living. Our furniture is engineered for the stress and strain of all this public and commercial use. Molded plywood and bentwood chairs with the grace and strength of a dancer's body. Bedroom, lounge, and business groupings that extend a still-fresh welcome after years of service. Plastic laminated wood tabletops that resist heat, stains, and liquids. Each piece is the conscientious product of 137 years of experience, and into each, engineering and design unite to create the unselfconscious beauty of restraint.

For the most diversified selection of contract furniture anywhere, visit Thonet showrooms: New York, Chicago, Los Angeles, San Francisco, Dallas, Miami and Atlanta.

THONET INDUSTRIES, INC.
at the "Top of One Park"
One Park Avenue, New York, N.Y. 10016
Telephone: (212) MU 3-1230

THONET...THE BEST KNOWN NAME IN CONTRACT FURNITURE.

Photos, clockwise from top right: Library, Restaurant, Lounge, Conference Room, Student Room, Shoe Store, Office, Lobby, Dining Hall, Bedroom.



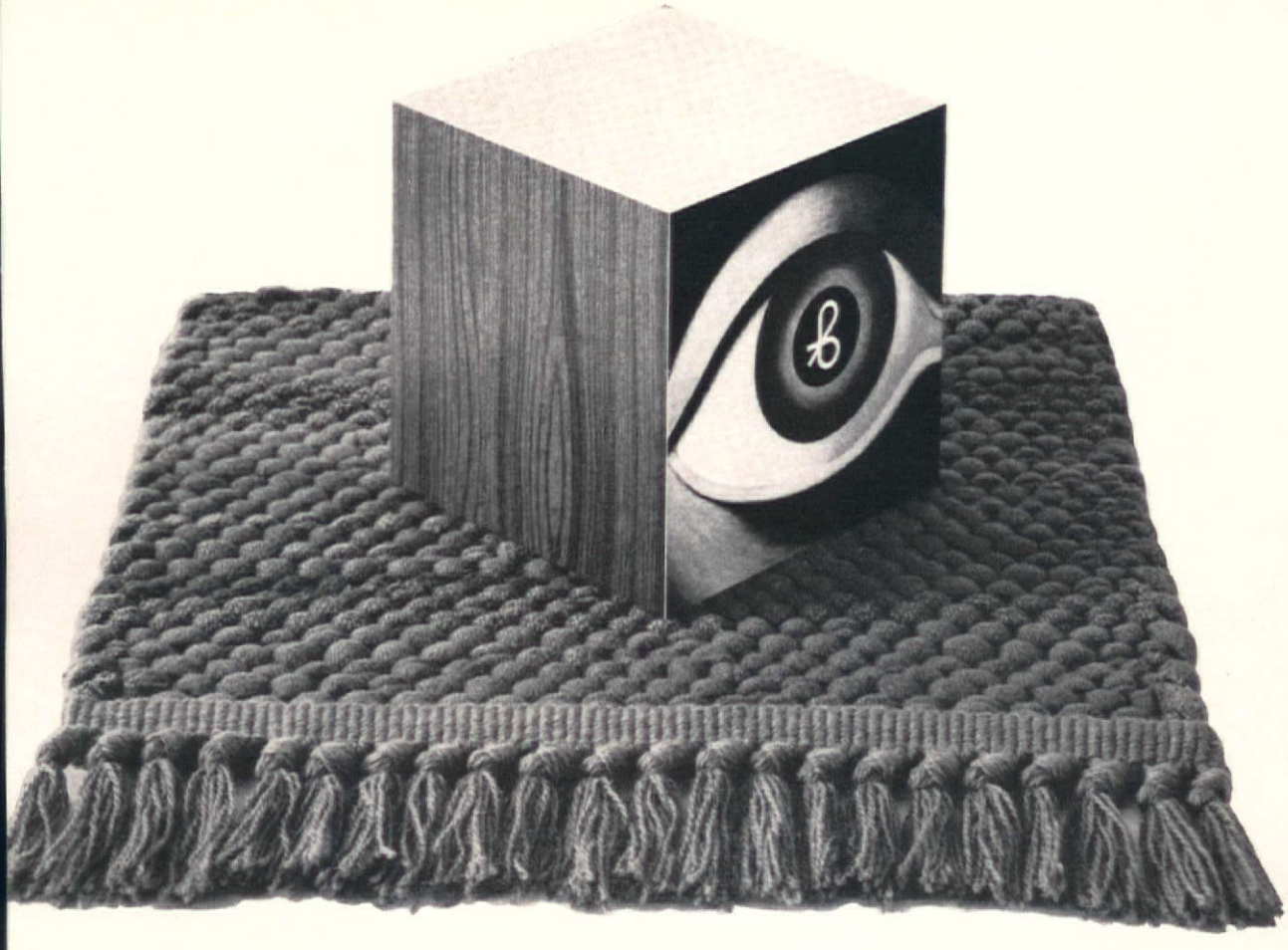












u see so much more in carpeting
en you call in Berven of California

Searching for the unusual in carpeting texture that still offers down-to-earth practicality? Berven's hand-loomed Reversible Broadloom might intrigue you with its colors ranging from quiet monochromes to bright-toned combinations. This distinctive textural collection is but one of 10 basic lines manufactured or distributed by Berven Of California to offer you one of the widest selections of carpeting qualities and services in the Nation. And behind all this is a sure sense of color and textural styling that springs from a most knowledgeable Custom Carpet heritage. Wouldn't it sound like we might be of service? We'd like to try.

THE BERVEN OF CALIFORNIA RANGE

Manufacturers of: Tufted Broadloom; Custom Tufted Rugs and Carpet; Stock Design and Custom Designed Handmade Rugs and Carpet; Hand-loomed Reversible Chenille; Custom-braided Rugs; Hand-loomed Reversible Broadloom.

*Distributors of: *Roxbury Broadloom (Axminster, Velvet, Knitted, Tufted); *Loma Loom Rubber-backed Carpet; *Ozite Outdoor-Indoor Carpet, Carpet Tile, Rubber and Felted Lining.* *WESTERN STATES

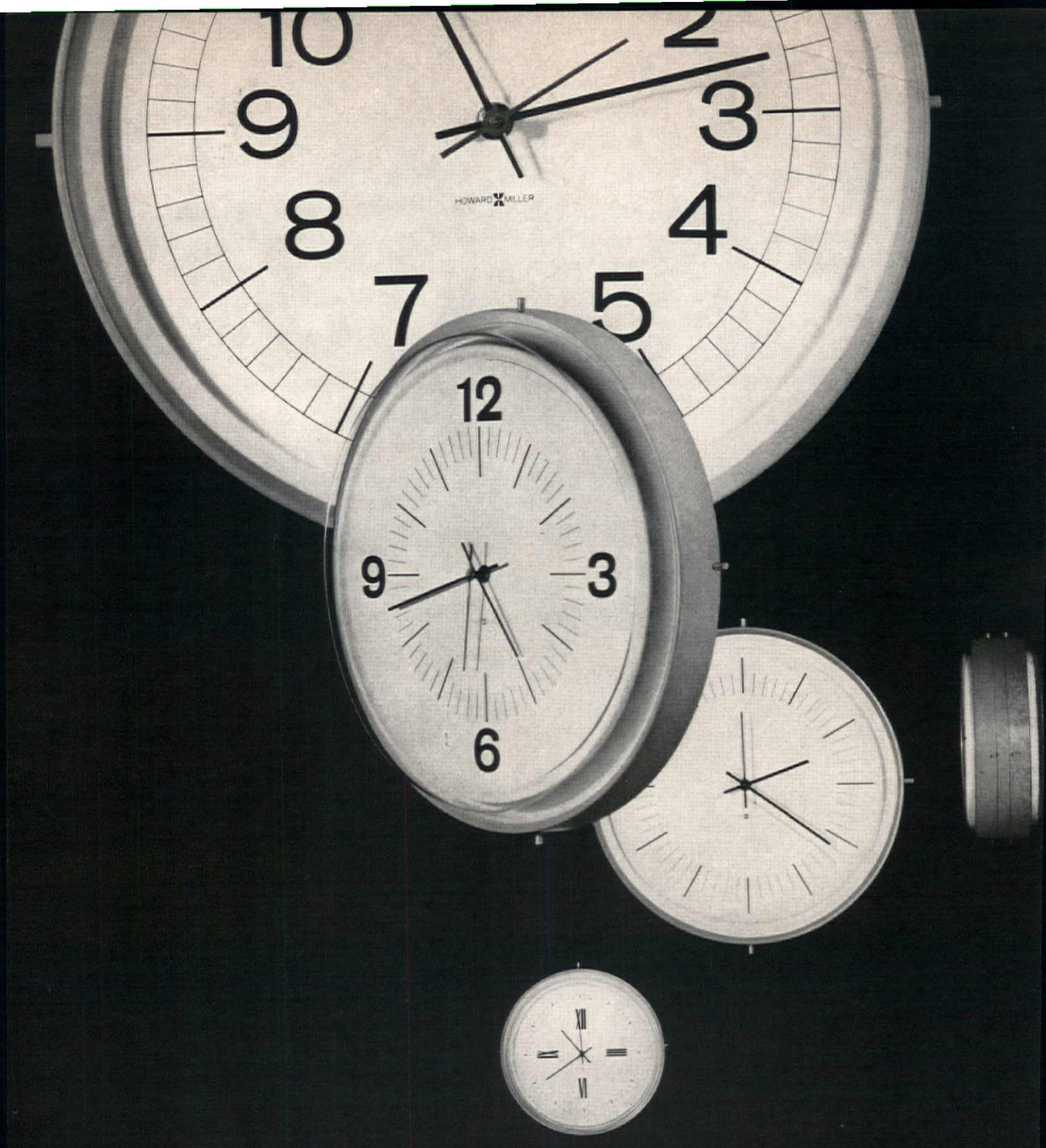
BERVEN OF CALIFORNIA

General and Administrative Offices: 2600 Ventura Avenue, Fresno, California 93717 • (209) 268-0771 • Sales Offices and Showrooms: Chicago • New York • Miami • Minneapolis • Dallas • Houston • Denver • Phoenix • Seattle • Spokane • Portland • Sacramento • Fresno • Los Angeles • National City • San Francisco • Honolulu



E1

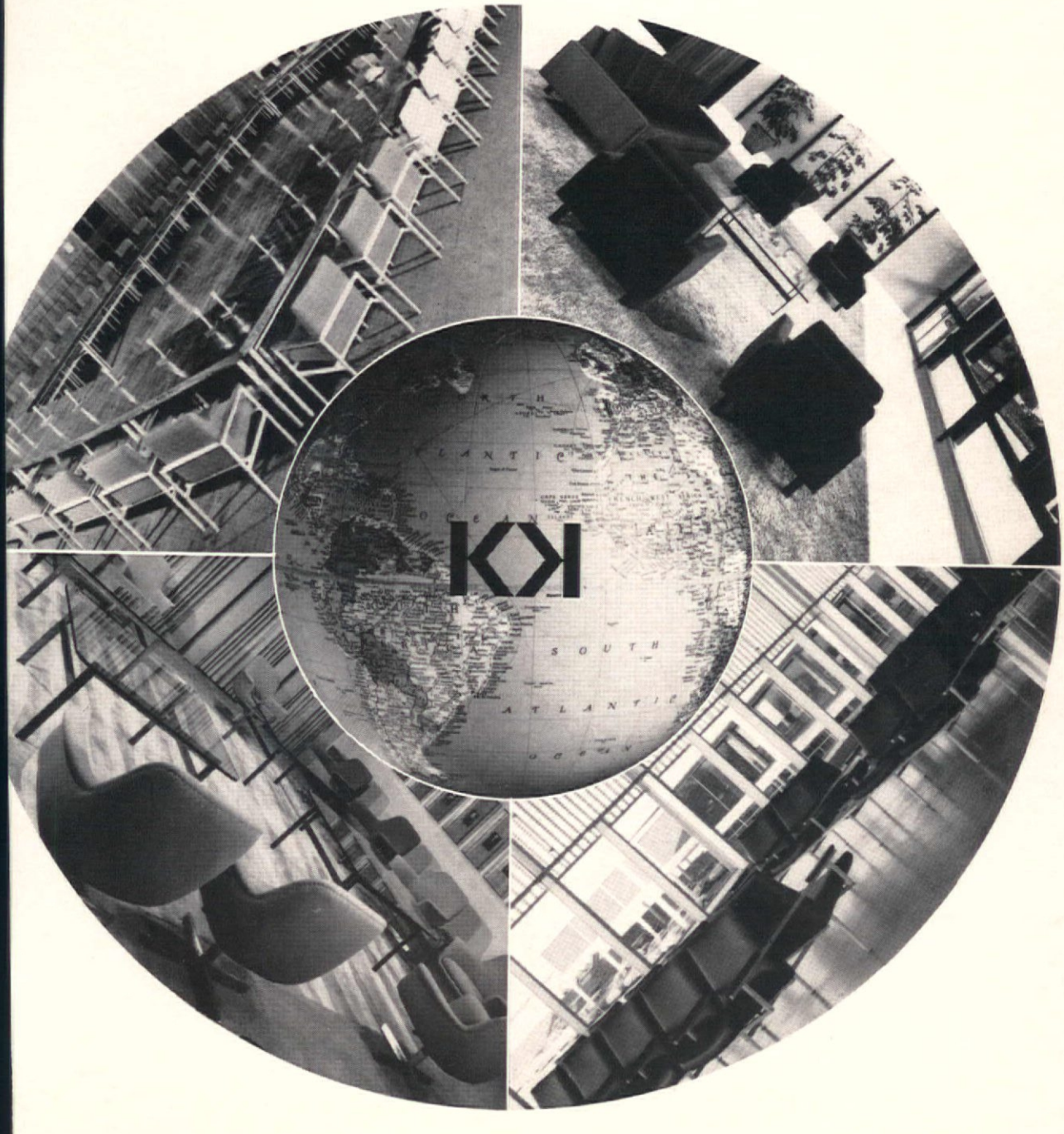
Circle No. 36 on product card facing P. 188



TIME

Clocks for todays modern interiors . . . Institutional clocks designed by architect-designer George Nelson. Four dial styles available in 14 and 18 inch diameters. Choice of satin finished black, white or olive in single or double face. For mounting directly to wall or suspended with bracket from ceiling or wall. Write us for our illustrated catalog.
Howard Miller Clock Company, Zeeland, Michigan 49464

ou don't have to live in California to appreciate Kasparians furniture. Architects, esigners and clients in Europe, Latin America and the United States from Hawaii New York are specifying Kasparians for seating people in airports, hotels, staurants, hospitals, council chambers, auditoriums, residence halls, corpo- te headquarters, bowling alleys, banks and just not-so-plain waiting rooms. asparians designs and manufactures fine furniture in California for every- here. If you're somewhere else and would like to see what we are talking out, write on your letterhead for current catalogs. They travel too. Kasparians c. / 7772 Santa Monica Boulevard / Los Angeles, California 90046.



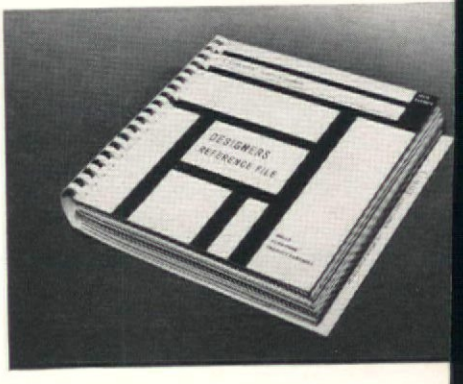
Circle No. 38 on product card facing P. 188



*It's Comark Patent Vinyl, Quality 280 A, in Strato, Pinstripe, and M

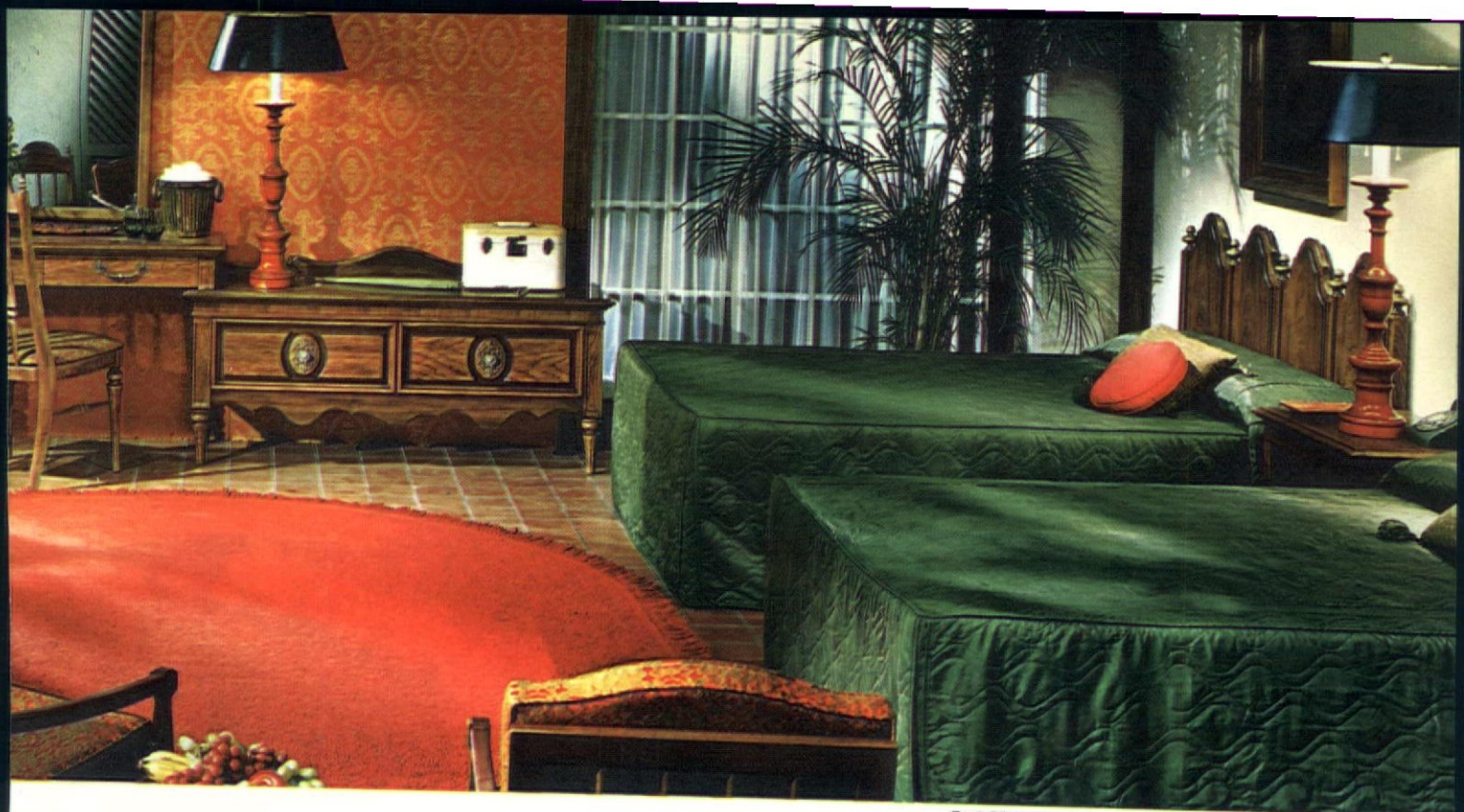
Glossy, glowing black . . . stark and shiny white . . . in brilliant contrast on the patent-look printed vinyl that says "COMARK." Our gleaming patent prints in black and white offer a fresh design contribution for walls, furniture, and product surfaces. You'll find this group in our Designer's Reference File, II Edition. Want samples now? Write or call:

COMARK PLASTICS DIVISION
United Merchants and Manufacturers, Inc.
Contract Dept., 1407 Broadway
New York, N.Y. 10018, 564-6000, Ext. 682



Circle No. 39 on product card facing P. 188

Circle No. 40 on product card faci



Del Morro—Spanish-inspired by Renaissance art.



terranean-style with an Italian accent.



El Rio—Mediterranean with a very subtle modern touch.

do better when you do business with Kroehler

lere's why: For one thing, your specific prob-ms are quickly understood because Kroehler as been furnishing commercial installations r 75 years.

And since Kroehler is the world's largest rniture manufacturer, you have more styles, zes, and colors from which to choose.

Also, Kroehler's volume production results low initial cost. You get further savings due the low transportation costs of Kroehler's vn fleet of trucks and Kroehler's famous uality standards. So doesn't it make good busi-ss sense to see your Kroehler contract deal-? As a starter, send the coupon for a brochure the various Kroehler design award groupings.

KROEHLER
CONTRACT DIVISION

WORLD'S LARGEST FURNITURE MANUFACTURER

KROEHLER MFG. CO., Contract Division, Dept. C-6
666 Lake Shore Drive, Chicago, Illinois 60611

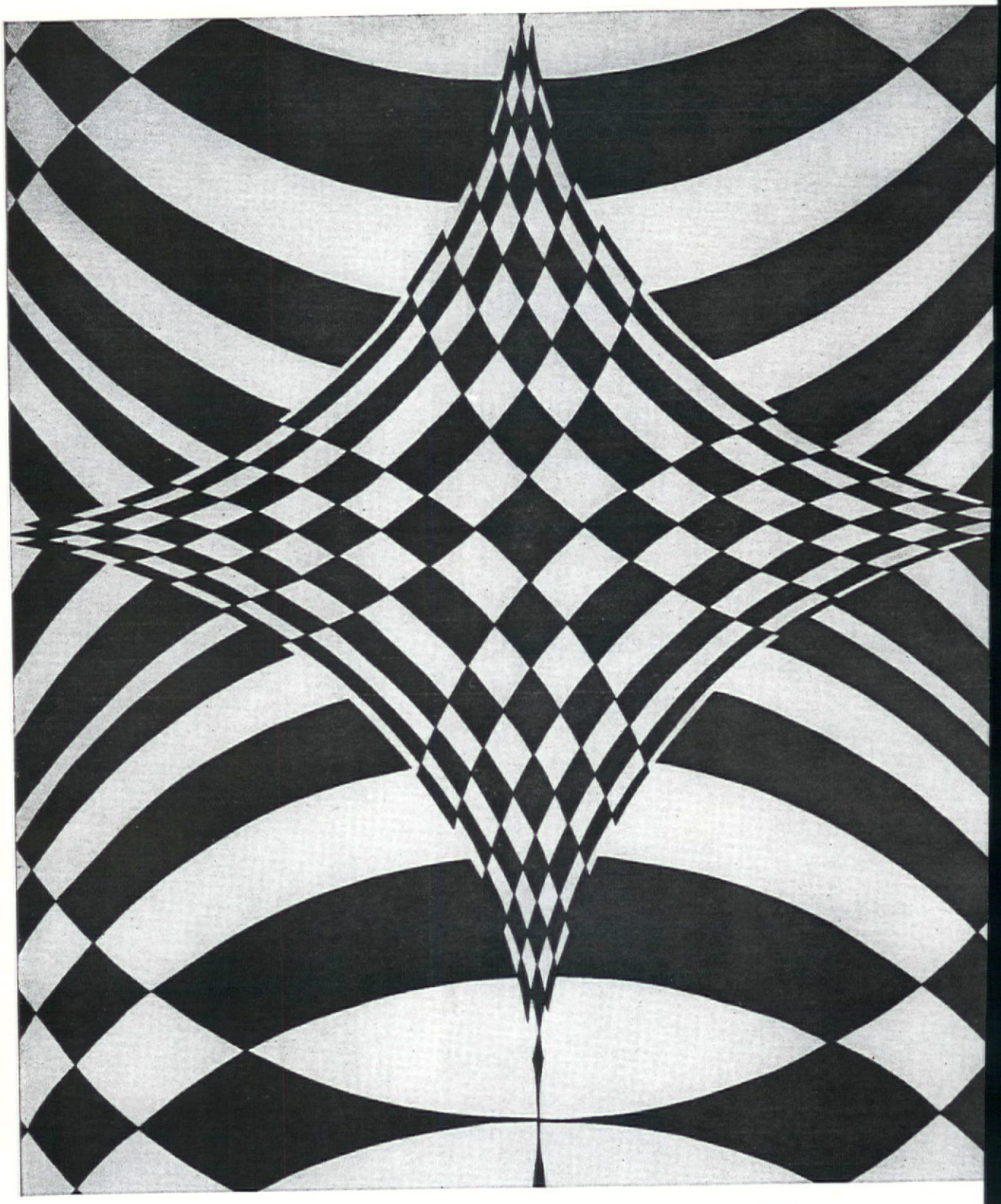
Please send me the Kroehler contract brochure.

☐ New installation. ☐ Refurnishing.
☐ Also include information on financing plans.

Name_____

Address_____

City_____ State_____ Zip Code_____



BOUSSAC IS TRADITIONALLY MODERN!

Of course, for Boussac traditionally has been a leader in the development of new designs. The Boussac collection over 128 designs represents one of the widest ranges of fabric designs available from traditional paisleys, stripe damasks, florals to the newest. And Boussac designs are available in colorways from the simplest of black and w to complex twelve color printings. You will find just the right fabric for your client at the Boussac showroom near y

BOUSSAC OF FRANCE, INC., DECORATION AND DESIGN BUILDING, 979 THIRD AVE., N.Y., N.Y. 10022. Tel. 421-0

Chicago: Adornment's, Inc., 226 W. Kinzie Street ■ Dallas: Castlebury-Held, 2416 Maple Avenue ■ Los Angeles: Bob Mitchell Assoc., 8844 Beverly Blvd. ■ Miami: Robert A. Schoen Assoc., 108-112 N.E. 39th St. ■ Philadelphia: Joseph B. Croce, 1616 Walnut St. ■ San Francisco: Zuckerman Fabrics, Inc., 445 Jackson St.

Boussac of France.i

Circle No. 41 on product card facing P. 188

Circle No. 43 on product card fa

This is

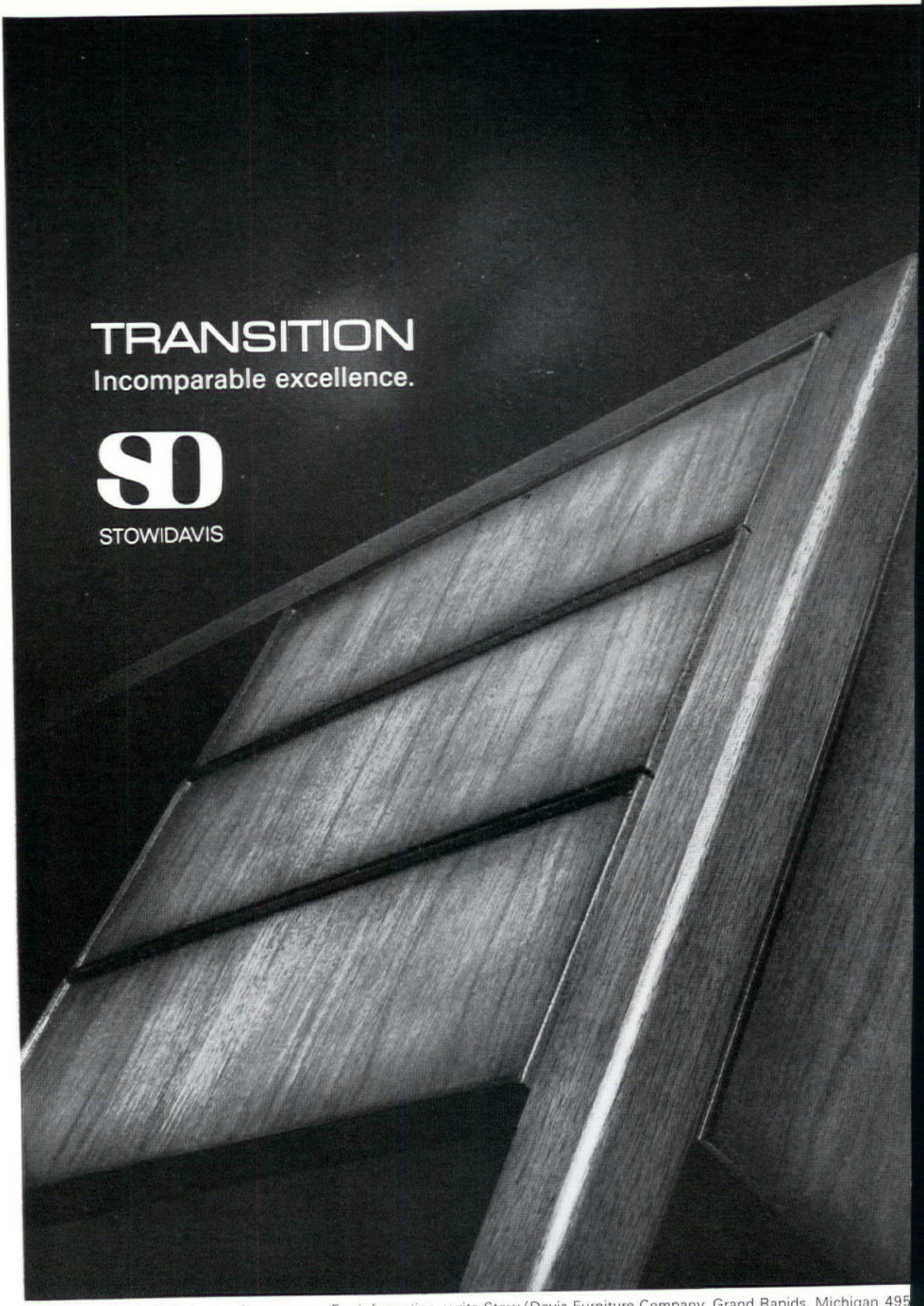
MONARCH



Look at it with the critical eye of an expert....appraise it for design, construction and versatility. Then you, too, will understand why the IMAGE Collection is creating more than a mere flurry of excitement among leading designers of office and institutional interiors. IMAGE, a modern concept of transitional design offers a selection of lounge and executive seating with matching benches and tables. It's the kind of collection that makes every installation a showcase of your own good taste and talent. Send for full color IMAGE brochure with complete details on your business or professional letterhead.

MONARCH

MONARCH FURNITURE COMPANY INCORPORATED



Stow/Davis Galleries are for your use. For information, write Stow/Davis Furniture Company, Grand Rapids, Michigan 495

NEW YORK
49 E. 53rd Street
212 688-9410

CHICAGO
1181 Merchandise Mart
312 321-0436

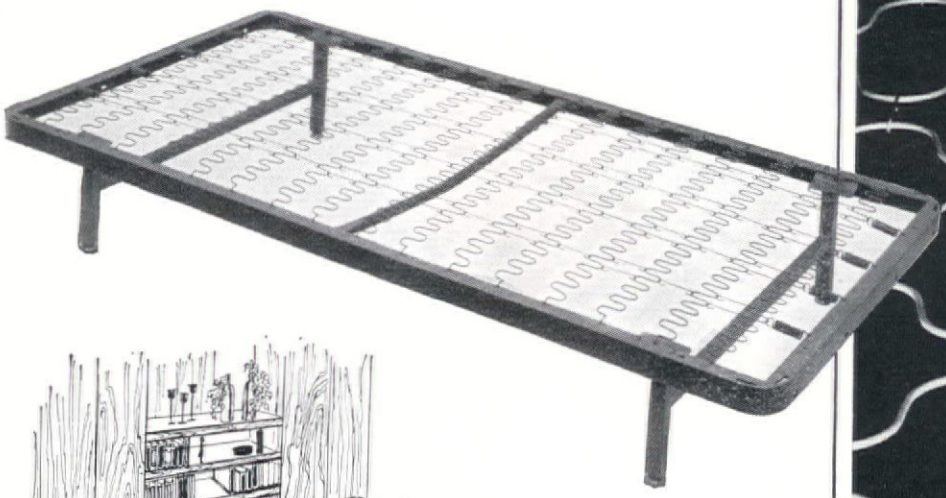
LOS ANGELES
8899 Beverly Blvd.
213 878-3050

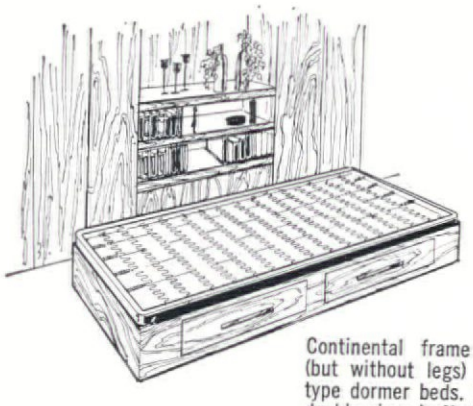
DALLAS
650 Decorative Center
214 742-1661

GRAND RAPI
25 Summer Avenue, N
616 456-9681

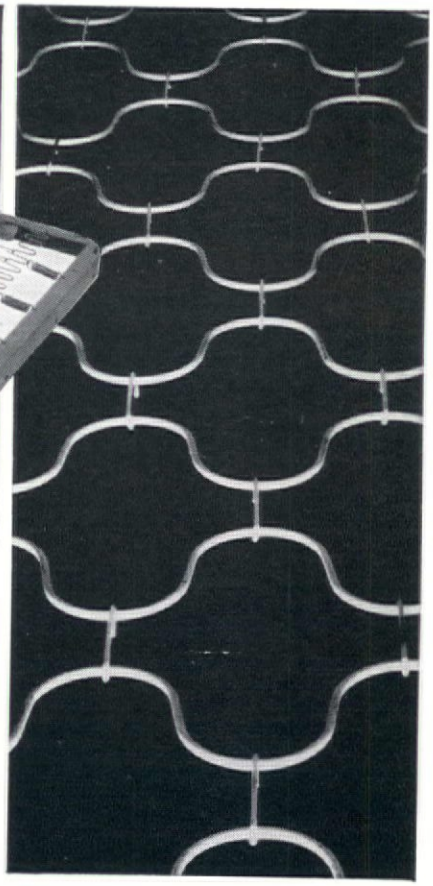
Circle No. 48 on product card facing P. 188

etter by a comfortable margin

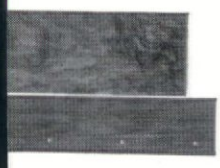




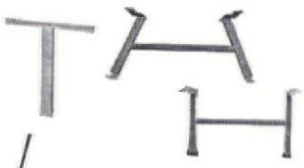
Continental frame with unitized springs (but without legs) works well for storage type dormer beds. Full range of single and double sizes in No-Sag Colors.



continental® BED was engineered nstand tremendous abuse and remain maintenance ver the years. The all-welded frame was built with corners to eliminate snagging and to provide resistance to torque. Heavy duty frame cross and optional cross-braced leg assemblies provide tremendous strength to withstand continued rough use. In addition to rugged frame and leg construction, the **Continental** insures proper support and comfort. Inter-tied No-Sag sinuous springs provide exactly the right resilience. Graded-tension steel coil ends add luxurious "float action" without detracting from needed firmness.



Frames are slotted to accept head and footboards but units can be used without these. If head and footboards are desired, they can be purchased either from No-Sag or from the purchaser's regular cabinet supplier.



All leg styles are engineered for great strength, smart styling and easy cleaning. Self leveling glides assure automatic leg adjustment. Choice of wall-saver, slope-leg assemblies, straight-leg assemblies or straight corner legs is offered for styling variety.

no-sag® SPRING COMPANY

LSi

SUBSIDIARY OF LEAR SIEGLER, INC.

124 W. STATE FAIR • DETROIT, MICHIGAN 48203

TELEPHONE (313) 366-9210

Circle No. 49 on product card facing P. 188

Since 9:30 A.M., March 27, 1967 you've been covered

Allied Chemical is the only fiber producer to give a Three-Year Guarantee for commercial carpets.

Now everyone in the business—mill, distributor, specifier, even customer—can hand over to us, Allied Chemical, total responsibility for A.C.E.™ surface wear! Already there are more than 40 A.C.E.-labelled qualities in the market that have met the rigid performance standards required for this new selling concept.



CONT

This is why Allied Chemical is the first and only fiber producer to cover you.

1. ■ **Because we're nylon,** proved to wear better than acrylic, wool, polypropylene, or anything else! We have the unique cross-section nylon fiber specially engineered to resist soiling, to stand up to all kinds of traffic with the kind of surface resilience and all-around durability that beats anything else going in the market.

2. ■ **A.C.E. has proof!** From thousands of installations of every kind (restaurants, hotels, motels, schools, locker rooms, ladies' rooms) hundreds of thousands of yards that have taken traffic and come out looking terrific. **That's why we can guarantee A.C.E. for you!**

3. ■ **From here on in, A.C.E. covers you,** the specifier (you're off the hook with your judgment), you the distributor (you get the biggest added selling advantage in sales history because we stand solidly behind every A.C.E. sale), and the customer (who takes any problem on surface wear he might have with A.C.E. directly to Allied Chemical). Our 3-year guarantee insures immediate replacement!

4. ■ **A.C.E. has the label that requires rigid standards.** Just a few of these 11 quality-performance proofs are pile density, proper backing, pile height, color fastness. You have to be good to be with it!

Starting now,

send this coupon for more information on the biggest change in commercial carpet selling —the Allied Chemical A.C.E. 3-year guarantee!

Call (212) HA 2-7300. Ask for Ext. ACE. Or fill out this coupon and send to: Allied Chemical Corporation, Fibers Division, No. 1 Times Square, Dept. S, New York, New York 10036.

Name_____

Firm_____ Position_____

Address_____

City_____ State_____ Zip_____

☐ Please send literature on the A.C.E. program.
☐ Please send information on mills carrying A.C.E. carpets.
☐ Please have a representative call on me.



Circle No. 51 on product card facing P. 188

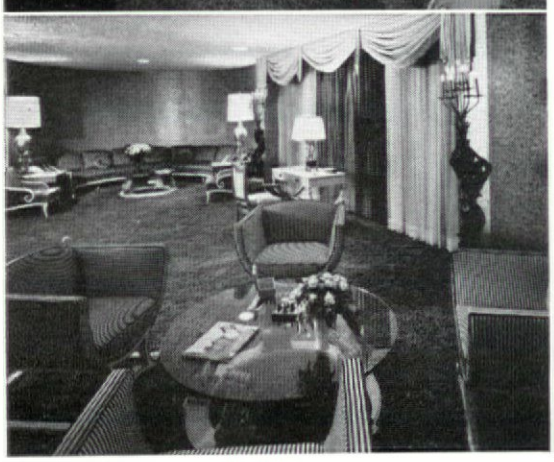
Specified *exclusively* to complement
this most distinctive, luxurious setting

CAESARS PALACE • LAS VEGAS, NEVADA





MEMBER
Latex Foam Rubber Council



Super-Foam by Allen

7/16" pure foam rubber CARPET CUSHION

Extra soft . . . extra thick SUPER-FOAM is designed
those who insist on the finest. Special high-density l
foam provides increased air circulation beneath
carpet . . . super buoyant cushioning underfoot.

Maximum carpet protection is assured and guarant

• Interiors by the Maxwell Company, Inc., Miami, Florida.

For information and samples on the Allen cushion suited to your particular requirements, write:

Allen INDUSTRIES, INC.,
Contract Division, 1927 Leland, Detroit, Michigan 48207
Or see our Catalog in Sweets Architectural File.

Circle No. 52 on product card facing P. 188

Circle No. 53 on product card facin

That's Goodall just sitting there looking beautiful.



It doesn't take much to improve the appearance of office furniture.

A few yards, that's all.

Goodall Fabrics have a way of making any chair look good. And they're good at keeping up appearances, too.

Perhaps it's because our moral fiber comes directly from Burlington Industries. The company that gives strength and character to all its fabrics.

And we've added Scotchgard* Brand Stain Repeller finish because it resists so many dirty looks.

Whatever your needs, one of our solids, tweeds or stripes is just right for the job.

Use Goodall and it won't be long before you'll be sitting pretty, too.

GOODALL FABRICS 1430 Broadway, New York, N. Y. 10018 (212) 554-6228 A Department of Burlington Industries

Available to designers and architects through: Ben Rose, Inc., 11-123 Merchandise Mart, Chicago, Ill. (312) 467-6253

"Scotchgard" is a registered trademark of the 3M Company

You can shampoo and shampoo and shampoo and shampoo a carpet specified on Poly Bac till it's clean in the face.

Carpets, like people, need to have their faces washed now and then.

(Particularly contract carpeting, where the face pile is heaped with abuse.)

When a carpet has been specified on Poly Bac you can wash and shampoo it as often as you want without fear of "browning."

Poly Bac, a primary backing woven of polypropylene yarn, does not contain the oils or lignins (found in vegetable fiber backings) that can stain through to the surface. And it will not shrink, even after accidental wetting.

It also won't soak up humidity, the major cause of carpet wrinkles. The result is more stable carpet. Less incidence of restretching.

In addition, Poly Bac is non-allergenic and odor free; unaffected by mildew, insects and bacteria. And it won't rot.

These unique qualities make carpeting in hospitals, schools, kitchens and nurseries, more practical.

So when you contract for carpeting, be specific about the primary back.

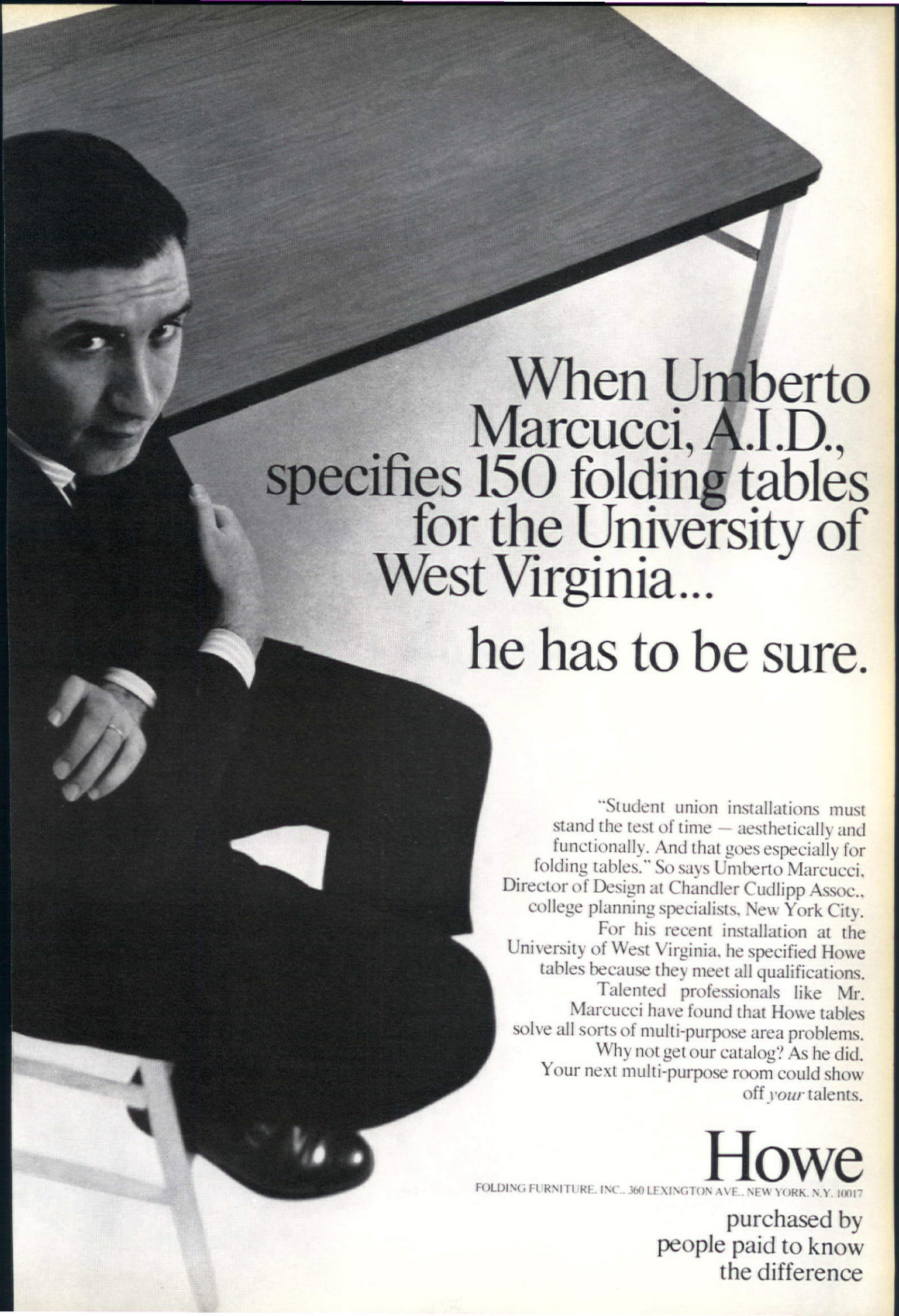
Specify Poly Bac.

Patchogue Plymouth Co.
295 Fifth Avenue, N.Y., N.Y. 10016

Poly Bac
POLYPROPYLENE

Circle No. 54 on product card facing P. 188

Circle No. 55 on product card fac



When Umberto Marcucci, A.I.D., specifies 150 folding tables for the University of West Virginia...

he has to be sure.

"Student union installations must stand the test of time — aesthetically and functionally. And that goes especially for folding tables." So says Umberto Marcucci, Director of Design at Chandler Cudlipp Assoc., college planning specialists, New York City. For his recent installation at the University of West Virginia, he specified Howe tables because they meet all qualifications. Talented professionals like Mr. Marcucci have found that Howe tables solve all sorts of multi-purpose area problems. Why not get our catalog? As he did. Your next multi-purpose room could show off *your* talents.

Howe

FOLDING FURNITURE, INC., 360 LEXINGTON AVE., NEW YORK, N.Y. 10017

purchased by
people paid to know
the difference

Only SICO Stages provide these and other flexible arrangements from a single basic unit:



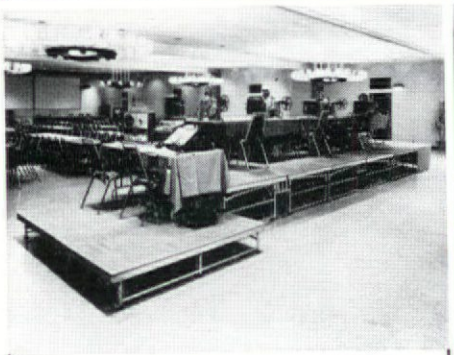
STAGES
Sheraton Cleveland Hotel
Cleveland, Ohio



HEAD TABLE RISERS
Chalfonte Haddon Hall Hotel
Atlantic City, N. J.



THEATER IN THE ROUND
Convention Hall
Minneapolis, Minn.



SPECIAL EVENTS ARRANGEMENTS
Thunderbird Motel
"Best Eastern, Best Western"
Minneapolis, Minn.



SPEAKERS PLATFORMS
Washington Hilton Hotel
Washington, D. C.



RUNWAYS
Century Plaza Hotel
Los Angeles, Calif.

By specifying SICO Staging with exclusive SICO scaffolding, you provide your clients 8-in-1 utility from one basic, portable staging unit. In addition to the above arrangements, SICO Stages also convert into bandstands and exhibit risers. Quickly. Easily. Inexpensively, requiring a labor force of only one man.

SICO Staging's fast convertibility opens entire new horizons in staging for a wide variety of events. By installing SICO Staging, your clients can schedule more events, maximizing profit by putting available space to full time use.

Storage? SICO Portable Staging simply folds up and rolls away when not needed. And SICO Staging is strong (holds a grand piano with ease).

Everything you've just read is part of SICO's UTTU Program—"Usefulness To The User"—the philosophy behind SICO Staging.

If you want to make your clients' business easier, more flexible and more profitable, write for Catalog SC-67. It contains complete information on SICO Portable Staging and the UTTU Program. Let us help you program your clients' complete stage requirements.

SICO
SICO INCORPORATED
5215 EDEN AVE. S., MINN
MINN. 55436, DEPT 2611

ALSO FROM SICO:



Portable Dance Floors



Folding Table Caddy



Portable Conference Tables



Portable Banquet Tables



Portabl Room Service

Circle No. 56 on product card facing P. 188

Circle No. 57 on product card fa



There you were, a big man in your client's eyes. Until that fabric finisher cut you down with a late delivery. And you still shrink y time you think about it. Next time call Kiesling-Hess. We handle you, your order your schedule with giant-sized understanding. Only KH has complete finishing facilities oth coasts. Send your goods to either and we'll give you one day service. That goes for fabric, any finish, from Scotchgard* Stain Repeller or Ze Pel® to Flameproofing. like the big-timer you know you are. Choose the fastest—and fastest-growing—finisher e country. Call Kiesling-Hess. And grow along with us.

PERMA-DRY DIVISION *of* KIESLING-HESS FINISHING COMPANY, INC.

Custom Finishers to the decorative trade: Flameproofing, Scotchgard,* Ze Pel®, FAB-BAC Fabric Backing
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.

*Du Pont Trademark for 3 M Product



All-Steel furniture has the style...the completeness of line to make office planning easier. It is an outstanding value in design, engineering and the visible qualities belie its pricing.

For some really exciting office planning ideas, write for your copy of Design Decision, All-Steel Equipment Inc., Aurora, Illinois. Showrooms in Chicago, New York, Los Angeles and Aurora.

All-Steel

Circle No. 58 on product card facing P. 188

Circle No. 67 on pr

BELGIAN LINEN

So Traditionally Modern

FRANCISCAN FABRICS

Hand prints on superb linens from Belgium, designed in San Francisco, specified throughout the U.S.



"Mariot"



"Zanzibar"

"Tivoli"





"Acanthi"

BELGIAN LINEN

urther information
hone or write:

BELGIAN LINEN ASSOCIATION
Madison Avenue,
York, N.Y. 10016

RECIPE FOR RESTAURANT CARPETS & RUGS*



***also hotels, motels, offices, schools, stores... you name it.** This proved back-up team is the one to specify for every commercial and institutional carpet installation—the only carpet backing that brings you and your client all the benefits on the right. Be sure *both* backings in the carpet are Jute. Turn the carpet over to see the secondary backing. Then fold back the carpet to check the primary backing through the pile. If both are Jute, serve *au confidence*.

- Extra weight and "hand" to impress clients.
- Seaming virtually invisible, because Jute can t smaller seams.
- Tailorability—for better shaping on stairs.
- Body that keeps area rugs lying flat, not ripp
- All-directional strength for power-stretching v full tension (makes re-stretching unnecessary)
- Dimensional stability that retains original co age and shape, for lasting satisfaction.

JUTE CARPET BACKING COUNCIL, INC.

American Industries, Inc. • Bemis Co., Inc. • C. G. Trading Corp. • City Trade & Industries, Ltd. • Delca-International Co.p. • A. De Swaan, Inc. • Robert F. Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hansan & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer Co. • Pak-Am Inc. • William E. Peck & Co. of N. Y. Inc. • R. L. Pritchard & Co. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises, Inc.

JUTE

There's a housewife in New Jersey who'd like to tell you a thing or two!

Every time someone walks into my family room and asks "Did you just do your floor?", it's rather embarrassing to have to admit that except for a weekly sweeping and an occasional buffing, I haven't touched it for three months. I'm really not a bad housekeeper, it's just that your Colonial Stone tile is slightly sensational...

It hasn't pitted like other tile and it never shows a mark. Last week I had 30 guests and after they left, the floor looked just as good as when they arrived.

Eleanor Rush, Emerson, New Jersey

...and people who "keep-house" in schools, office buildings, hospitals, etc., feel the same way!



Colonial Stone—a three dimensional reproduction of weathered slate in 12" x 12" squares (3/32" thick). Random textured, almost slip-free surface helps conceal sub-floor unevenness and indentation marks.

COLONIAL STONE™ BY FLINTKOTE®

SCULPTURED VINYL ASBESTOS FLOOR TILE

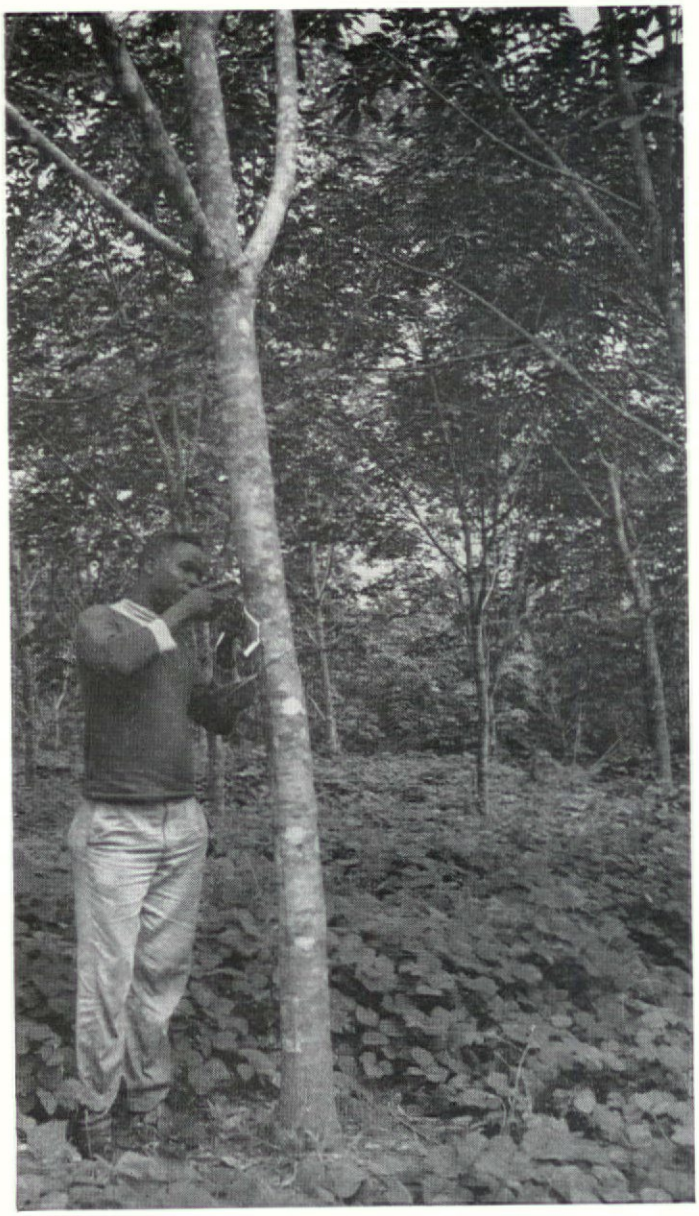
THE FLINTKOTE COMPANY

201 E. 42nd Street, New York, N.Y. 10017 • P.O. Box 2218 T.A., Los Angeles, Calif. 90054

Circle No. 60 on product card facing P. 188

9 on product card facing P. 183

What have you been using for carpet cushion?



We've been using natural rubber.

That's why B.F.Goodrich sponge rubb carpet cushion is soft, but not mushy.

If you've been using mushy cushi you know what's wrong. It causes restretchi no matter how solid the backing of a carpet And restretching causes callbacks. And ca backs cause grief.

Natural rubber is also why BFG cush won't ever flatten out or lose its bounce. A why it won't mildew or rot. And why it wo turn into a hotel for bugs. And why it wo make your client sneeze if she's allergic.

Natural rubber is why we can gu antee our cushion the way we do, too. Not for the life of a carpet, but without time li Unconditionally. This means you or y client can complain to us 50 years from n or 500 years from now. If you can ever a reason to.

We make eight different kinds natural rubber cushion for residential commercial use, in eight different price ran We make Rug-Grip®, too. It keeps pe from slipping on area rugs.

Next time you use a sponge ca cushion, don't get mushy. Get natural rub cushion, made only by B.F.Goodrich.

You'll find it's what you should h been using all along.

B.F.Goodrich Consumer Products, Akron, O. 44318.

B.F.Goodri

Circle No. 61 on product card facing P. 188

Circle No. 62 on product card facin



Inn Motor Lodge — St. Louis, Mo.

Photography: Jerry Wiggins — Maritz, Inc.

Specifier: Theodore Christner, Architect. Supplier: Lammert Furniture Company, Contract Department.

In the Cheshire Inn there is that happy blending of old and new.
Of the new, conveniences and facilities unknown in the old coach inns, but a necessity today.
Of the old, the warmth and charm in traditional things, warmed by time and use.
Woodard wrought iron furniture, the same happy blend of lasting classic design and modern carefree materials.

Contract Division

Woodard

Write for our new catalogue.
EE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES
568 WESTERN MERCHANDISE MART, SAN FRANCISCO



209-1

Opaline column, antique polished gold and black marble mountings.
Height 42″

Paul Hanson

15 East 26th Street
New York 10

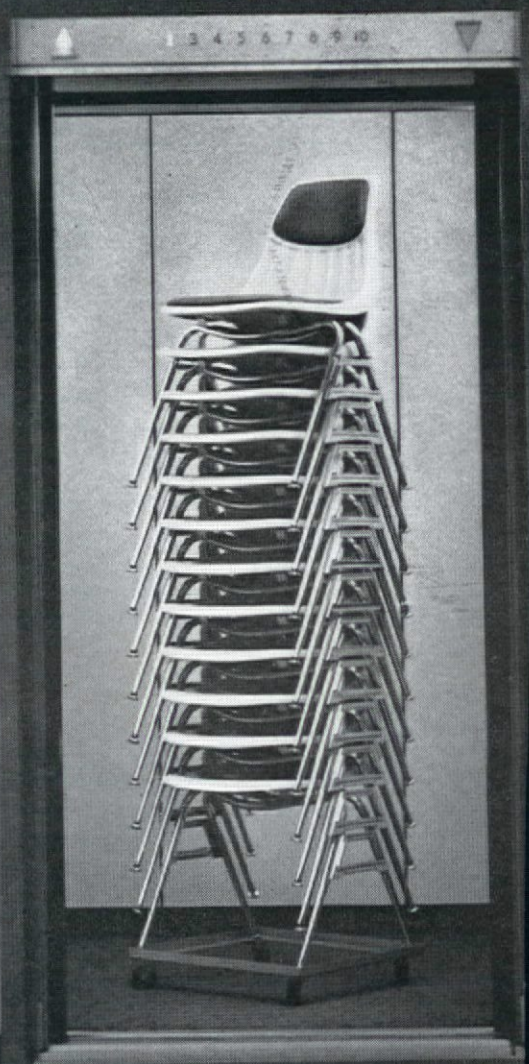
1256 Merchandise Mart
Chicago 54

Circle No. 64 on product card facing P. 188

Sculptura...

35th FLOOR
24th FLOOR
17th FLOOR
8th FLOOR
5th FLOOR

From high-level executive meetings to employee dining . . . Sculptura belongs. Functional seating at its finest . . . the success story of Clarin Chairs!



STACKS • GANGS • TAKES TABLET ARMS •
COLOR COORDINATES • C.O.M. ACCOMMODATIO
Wouldn't you like our brochure? Write Dept. C-6

CLARIN
MANUFACTURING COMPANY
4640 West Harrison Street • Chicago, Illinois 60

Circle No. 63 on product card facing P. 188

Costa Mesa sits you great!



Write for full color brochure.

Costa Mesa organizes you great!



Shown: Series 6000 desk.

This is one of several thousand desk and office furniture variation
available from Costa Mesa Furniture (considering our several line
the various single and double pedestal desks, L- and U-units, con
and occasional tables, etc., available to your specifications). An
important feature is the internal steel frame to which we attach p
and tops, a superior arrangement preferred by leading designers,
firms, architects, and clients. Please write or phone your Represen

FACTORY REPRESENTATIVES—*Asterisk indicates showroom.

California
* So. Calif.: Factory
* No. Calif.: Sam Wenegrat
Western Mdse. Mart,
Space 184
1355 Market Street
San Francisco, Calif.
Phone (415) 621-8630

Arizona, New Mexico, Utah, Colorado
*Factory

Oregon, Idaho, Montana, Washington
* Coe McKenna
121 Boren Ave. North
Seattle, Washington
Phone (206) 623-1510

Texas, Arkansas, Oklahoma, Louisiana
* Jess L. Musgrave Co.
1710 Hi-Line Drive
Dallas, Texas 75207
Phone (214) RI 8-6303

Kansas, Missouri
* Richard Hansberger
4663 Maryland
St. Louis, Missouri 63105
Phone (314) 361-0141

Minnesota, North Dakota, South Dakota, Wisconsin, Nebraska, Iowa
Fred Sumner
5504 Oliver Avenue South
Minneapolis 19, Minnesota
Phone (612) 926-6371

Illinois, Michigan
* Charles L. Orr & Associates
Exhibitors Building
325 North Wells Street
Chicago, Illinois
Phone (312) 664-1588

Pennsylvania (Pittsburgh)
Max Greenberg
5562 Hobart Street
Pittsburgh 17, Pennsylvania
Phone (412) 421-1461

Pennsylvania (Philadelphia), South New Jersey, Delaware
Kurt Rosenbaum
222 Waverly Road
Wyncote, Pennsylvania
Phone (215) 884-5024

West Virginia, Ohio, Tennessee, Kentucky, Indiana
Oscar Darby
5798 Wielert Avenue
Cincinnati, Ohio 45239
Phone (513) 541-1752

Washington, D.C., and Baltimore, Maryland
* Sid Eichner
General Office Furnitu
Wholesalers
3255 M Street, N.W.
Washington, D.C.
Phone (202) 338-712

New York State (excluding Metro. New
Laddie Koehn
32 Bernhardt Drive
Snyder, New York 142

Florida, Georgia, North Carolina, Alabama
* Joseph Sherry & Asso
266 N.E. 60th Street
Miami, Florida
Phone (305) 661-527
* Also: 1194 Logan Cir
Atlanta, Georgi
Phone (404) 35

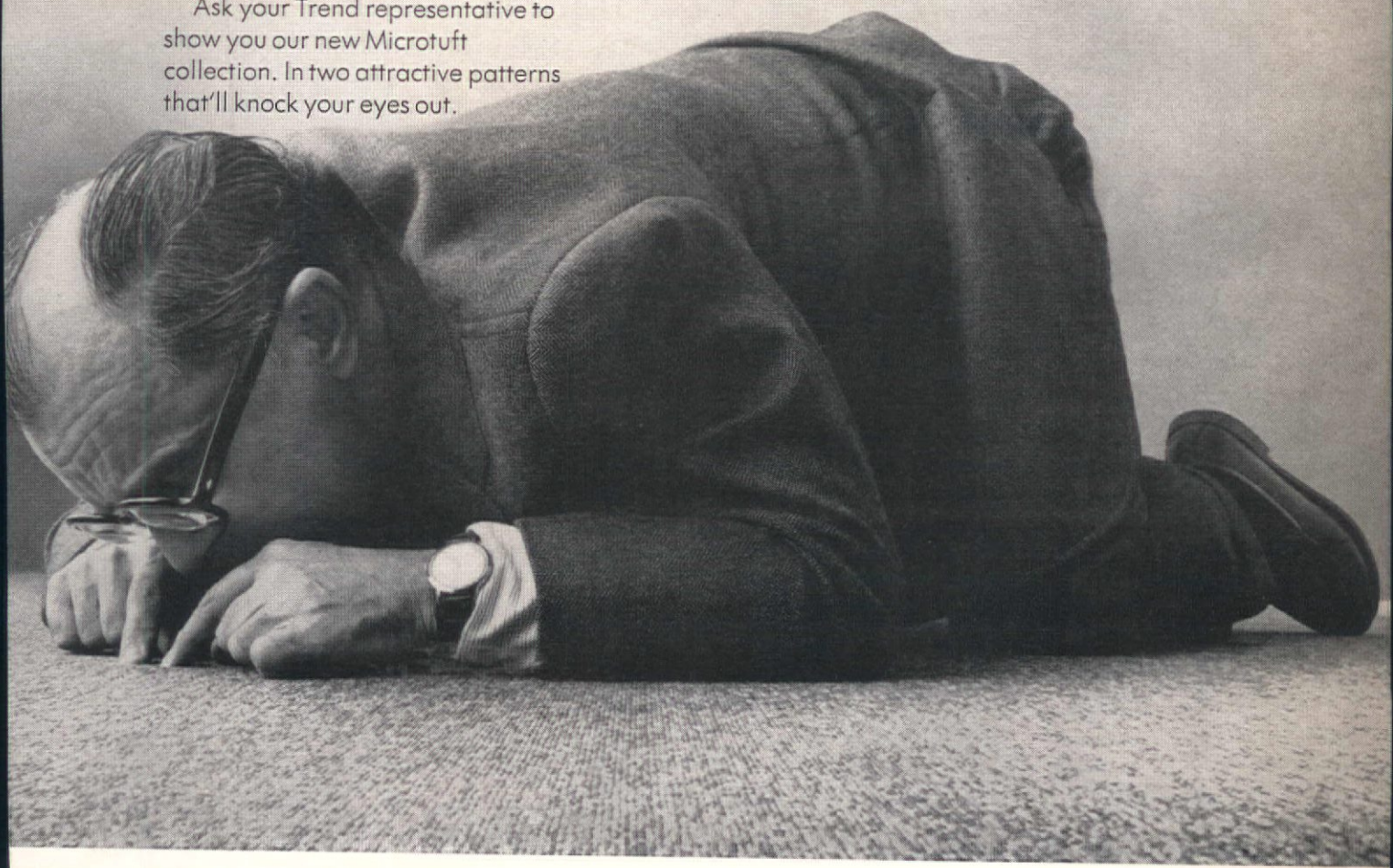
COSTA MESA FURNITURE COMPANY 411 E. Julianna Street, Anaheim, California ▪ Telephone (714) 535-2231, or (213)

The tufts are tough to find.

Trend's new Microtuft carpet has so many tufts, it's hard to find just one. It's zillions of tiny tufts, tightly packed together, for more stitches per square inch than any other continuous filament nylon carpet.

And more stitches per square inch add up to the strongest, tightest, densest, finest-gauge carpet you can find, designed especially for tough commercial wear. At the kind of price you'd expect from Trend.

Ask your Trend representative to show you our new Microtuft collection. In two attractive patterns that'll knock your eyes out.



Trend Contract
295 Fifth Avenue
N. Y., N. Y. 10016

Trend Contract
DIV. OF TREND MILLS, INC.

Please send me
The Contract Carpet Specification Guide.

Name_____

Company_____

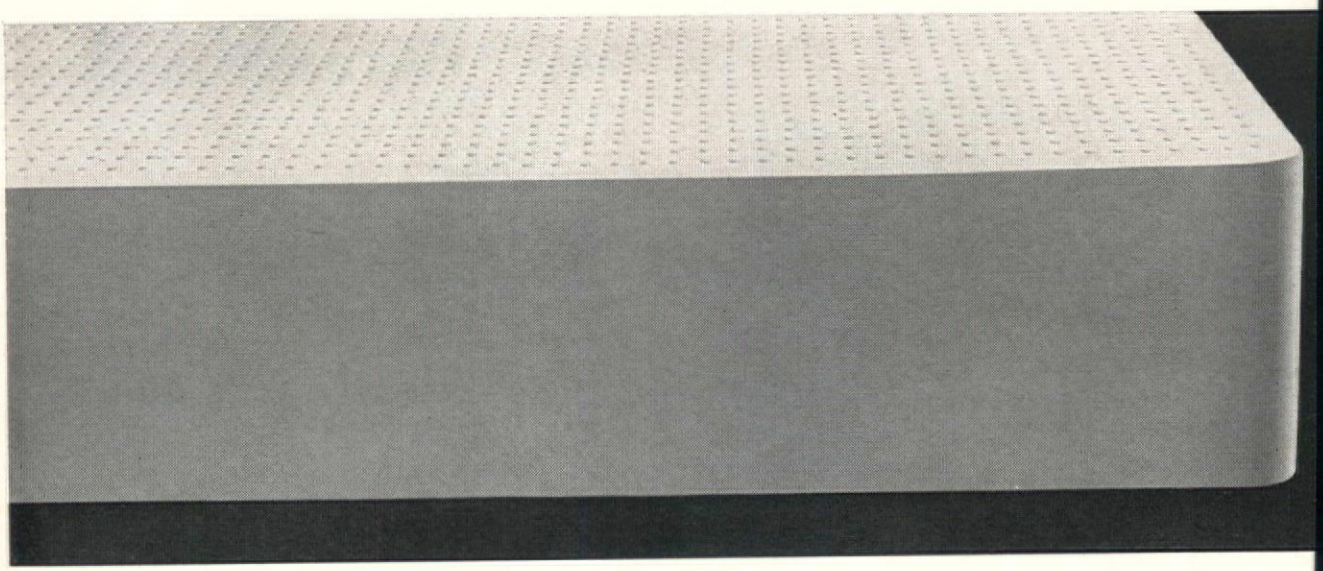
Address_____

City_____ State_____ Zip_____

C-6-67

Circle No. 66 on product card facing P. 188

Think thick



B.F.Goodrich 5½-inch-thick Texfoam® mattress is thicker, looks better, sells better.

Many foam rubber mattresses look like pads.

But a genuine B.F.Goodrich 5½-inch-thick Texfoam® mattress looks like a mattress.

And acts like a magnet. It'll draw in customers who used to pass foam latex by. BFG still makes a 4-inch-thick mattress. And customers still like it. But they'll like the 5½-inch-thick mattress even better.

When they sit on it, lie on it, bounce on it, they'll find it pleasantly firm, yet gently yielding. Won't ever lump, break down or sag. Never loses its comfort or its cool. And never has to be turned!

This new BFG Texfoam mattress is perfectly easy to carry. to deliver. One driver can roll i and handle it handily.

Anything more to think ab Order BFG 5½-inch-thick Texf mattresses now. Or for even r information write B.F.Good Consumer Products, Akron, 44318.

TEXFOAM®
GENUINE LATEX FOAM

B.F.Goodrich

Circle No. 47 on product card facing P. 188



A Met Set

A masterful piece of stagecraft, this Metropolitan #15T7AA sofa. A headliner to enliven any scene. Charming in mohair, this impressive 7-footer appears equally at home in leather. Or in any of a wide variety of handsome fabrics in stock from Metropolitan.

Could be just the coup de théâtre to freshen your box office appeal. It's easily booked from Metropolitan, together with a complementary cast of chairs. Cue them on with a call for Contract Group K.

For the complete 1967 program of Metropolitan classics in upholstery, write on letterhead to Metropolitan Furniture Corp., 951 Linden Ave., South San Francisco, California 94080.

METROPOLITAN
IMPORTED FROM SAN FRANCISCO

n Francisco, 700 Sansome; Los Angeles, 144 North Robertson; Dallas, 500 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232 E. 59th St.; Paris, Poin Care 9495, Seattle, 1703 East Olive Way.

FURNITURE COMPONENTS

- FINEST QUALITY
- FASTEST DELIVERY
- COMPETITIVE PRICES



THE NEWEST... MOST MODERN COMMERCIAL QUILTING COMPANY IN THE WEST!

SPECIALIZING IN QUILTING FOR THE BEDDING AND UPHOLSTERY TRADES

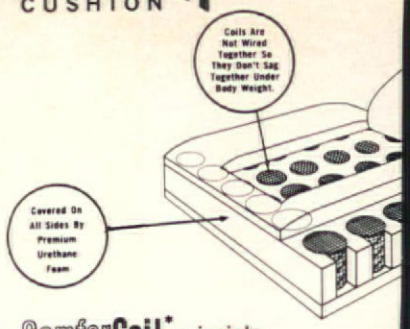
"A & G" offers the bedding and upholstery manufacturer new ideas . . . new innovations in quilting together with the most modern equipment available. The only quilting facility on the West Coast with a machine capable of quilting material up to 110 inches in width. Let our staff of quilting experts show you how A & G can assure you of the finest work . . . the fastest service . . . the most competitive prices in the West.

Circle No. 80 on product card

a&g quilting company

PHONE: (213) 622-0747
231 SOUTH SANTA FE AVE.
LOS ANGELES, CALIF. 90021

A GENUINE FLEX-FOAM® CUSHION with the Comfo



the ComforCoil® principle makes the difference in a FLEX-FOAM cush

Individual insulated steel coils completely surro finest urethane foam. They're not wired toge don't sag together under body weight. Each sepa separate, firm support. Resist wrinkling, retai indefinitely.

Circle No. 83 on product

INSUL-FLEX COMPA

MANUFACTURERS AND FABRICATORS CUSHIONS. FIVE STAR PREMIUM URE
601 OLYMPIC BLVD., MONTEBELLO, CA
(213) 723-8235

CALL, WRITE OR WIRE FOR COMPLETE I THIS PRE-TESTED AND PROVEN CUSHIO

DIE CAST ALUMINUM TABLE AND CHAIR BASES

FOR
- DINETTES
- CONTRACT
- OFFICE
- INSTITUTIONAL



CALL OR WRITE FOR CATALOG



A. D. PROVISOR company
213-747-0324
1933 SOUTH BROADWAY
LOS ANGELES, CALIFORNIA 90007



Circle No. 84 on product card



Circle No. 81 on product card

ALL METAL CASTERS

PLASTIC TREAD PROTECTOR

"ECONOMY PRICED" CASTERS

1½", 2" and 2½" STEM TYPE • PLATE TYPE • BOLT TYPE

Available in Bright-Brass, Antique Brass, Satin Brass, Chrome and Satin Chrome.

INDUSTRIAL CASTERS • LEG PLATES • T-NUTS • HANGER BOLTS
PIN GLIDES • HINGES • EXPOSED WOOD TRIM • WOOD LEGS.

PHONE — AREA CODE (213) 268-3367

National Import Products Inc.

3026 EAST OLYMPIC BOULEVARD
LOS ANGELES, CALIFORNIA 90023

Circle No. 82 on product card

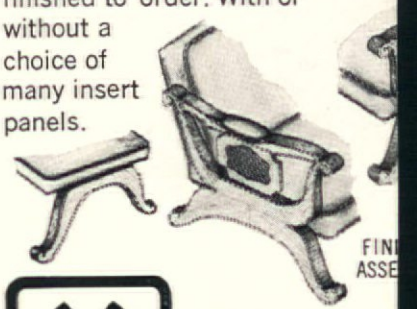
Furniture components that reflect a quality of workmanship and design compatible with the finest furniture for contract, institutional or residential use. New comfort, styling and ideas that provide the furniture designer and manufacturer with far greater scope for creative planning plus assured customer satisfaction.

Send for complete information on one or all of these quality products.

"SOFA ARMS

H.W. HULL & SON

SPANISH YOKE Sofa, chair and ot
Arm and Leg Set One of many new Hull designs. Ash . . . finished to order. With or without a choice of many insert panels.



FINI ASSE

H.W.H SONS,

EXPOSED WOOD PARTS CATALOG AVAILABLE

SALES OFFICE: 19720 VENTURA BLVD., W CALIF. 91364 • (213) 347-9
GENERAL OFFICES: 14601 SO. BROADW CALIF. 90247 • (213) 321-1

The old, dull wall.

(It ain't what it used to be.)

Not since we invented a remarkable fabric-backed vinyl wall-covering called Guard.

Unlike other wall-coverings (including the one that goes on with a brush), Guard comes in hundreds of different patterns, designs and textures. (Which gives you a rare freedom of design).

What's more, Guard comes in four different weights, from 8 to 33 ounces.

(Which means you needn't waste money on a heavy material in an area where a lighter one would do.)

It also meets Federal specifications CCC-W-408. And it's Underwriters Laboratory tested for flame-spread under ASTM-E-84.

So what more could you ask?

You get the wall design you want.

Your client gets a wall-covering that saves the cost and mess of constant redecoration.

The only thing neither of you gets is a nice, dull wall.

For our free specification guide, or information on how our Design Center can help you, write:

Columbus Coated Fabrics, The Borden Chemical Company, P.O. Box 208, Columbus, Ohio 43216

GUARD® BORDEN CHEMICAL

VINYL WALL-COVERING BY THE MAKERS OF WALL-TEX



Circle No. 68 on product card facing P. 188

PRISMATIC LIGHTING



ow it helps you design for people and the things people do

u design for people—their com-
t, their pleasure, the things they
Unless the lighting you specify
ves these ends, your design fails.
re are some facts you should
w about the functional lighting
l that literally shapes light to
sfy human and design require-
nts—the prismatic CONTROLENS®
Holophane.

The Controlens delivers icient, comfortable illumination

phane Controlens—unlike a lou-
diffusing panel or frosted globe—
ally *tailors* illumination to physi-
nd visual tasks.
does so by means of thousands of
ms that direct light *where it is*
ed—with virtually no light loss.
by directing light only into the
e-free zones of vision, the Con-
ns achieves maximum efficiency
maximum comfort.

The Controlens ailors illumination to design

Controlens distributes light in a
fic, predetermined pattern. That
s you can specify a Controlens
precisely meets the functional and
l requirements of practically any
n job.

Lighting an office area

s, for example, call for efficient,
rtable illumination that's evenly
buted on horizontal work sur-
faces. To permit concentration and work efficiency, luminaire appearance must be clean and unobtrusive.

Holophane's frameless Controlens, in varying sizes, is frequently specified for office interiors. It delivers a high level of uniform, glare-free illumination while keeping lens brightness low and even. And its clean styling makes it an integral part of your design.



Holophane's 1′ x 4′ frameless Controlens complements the contemporary lines of this office, provides uniform, glare-free illumination.

Lighting critical areas

In areas that call for the warmth and true color values of incandescent illumination, it is especially important that luminaires be unobtrusive.

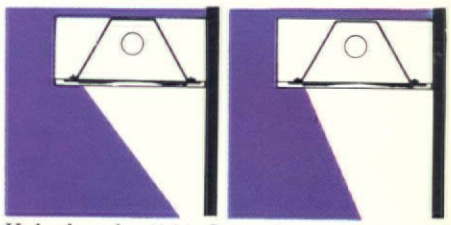
A Holophane Controlens designed to meet this need is the glass Veloure lens. Its prismatic, acid-etched surface provides luxuriously soft, glare-free illumination. And, with its concave shape, the Veloure lens recesses itself discreetly into the ceiling.

Lighting specialized areas

Specialized design areas require specialized light distributions. A corridor, for example, is intended for movement, and the primary job of lighting is to make it safe and cheerful.

The Holophane 6100 Controlens is one of several Controlens products designed to fill this need. It delivers light to ceiling and walls as well as floor, making the corridor inviting and eliminating a "tunnel" effect.

Another specialized Controlens is the 6044. This 1′ x 4′ enclosure distributes light *uniformly* over a vertical surface to serve a host of wall-washing applications.



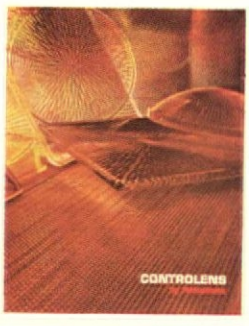
Holophane's 6044 Controlens is specially designed to direct light evenly over a vertical surface.

There's a Controlens for every lighting need

The Holophane Controlens comes in a broad range of sizes, shapes and styles—in both acrylic and glass—to satisfy all your requirements for fluorescent and incandescent lighting. Holophane manufactures the Controlens for more than 50 leading fixture manufacturers. You can specify a Controlens for practically any luminaire.

Write for Holophane's illustrated, 64-page Controlens catalog. It contains specifications and full data on the widest and most versatile line of prismatic lenses available. The booklet is free to designers, and there is no obligation.

HOLOPHANE



Holophane Company, Inc. J-6
1120 Avenue of the Americas
New York, N.Y. 10036

Please send me the 1967 Controlens Booklet.

Name_____

Firm_____

Street_____

City_____ State_____ Zip_____



Look at it *your* way.

Think about form and function. Bassick ball casters blend them both. Perfectly. Grace of form to enhance the finest furniture and complement your most distinctive interiors. Rugged functionalism with die-cast construction that lasts the life of the furniture. Enduring beauty, with electroplated finishes in polished or satin brass, polished or satin chrome, statuary bronze, or English antique. Time for reflection is over. Time to act. Write THE BASSICK COMPANY, Bridgeport, Connecticut 06602. *In Canada: Belleville, Ontario.*

MOVE IT BEST WITH BASSICK

Symbol of SW Excellence
THE Bassick Co.
A DIVISION OF
STEWART-WARNER CORPORATION



on deck! beauty, luxury, durability in all wool

HARDWICK CARPETS

The Yacht Club . . . a symbol of aristocratic elegance. What else but the choice of Hardwick carpets to match it? That's why the Sarasota Yacht Club in Sarasota chose a luxurious all wool 3-frame Wilton contract carpet for large areas of the club including the formal and informal dining rooms. A large square knot design in two rich looking shades of gold set on a blue background adds just the touch of nautical splendor.

Hardwick's decorator inspired carpets — lush and resilient, wear-resistant where the traffic is heavy, hard to soil and easy to clean. Wherever durable beauty and minimum care is needed.

Hardwick . . . the compact carpet mill . . . offers custom carpeting woven to your specification if you wish, fast delivery, a wide range from your selection and a better edge on price.

For information on the complete Hardwick carpet line write:

HARDWICK & MAGEE CO.

Lehigh Avenue at 7th Street, Philadelphia, Penna. 19133

CHICAGO DENVER DALLAS LOUISVILLE DETROIT
NEW YORK SAN FRANCISCO LOS ANGELES

712

Circle No. 70 on product card facing P. 188



CALIFORNIA: SUPERSTATE

ANDMARK ISSUE NO. 4

The decision to devote this issue of CONTRACT to California results directly from its present vanguard role in the planning, design, and furnishing of commercial/institutional work. California is now the largest state in terms of population, plus more coming in—at a rate twice as great as that of the nation as a whole. Because California's response to this unique and tremendous challenge of migration has been so positive, it is providing guidelines for the future that may well be observed, followed, and adapted in communities throughout this country — and indeed, throughout the world—for decades to come.

The really pertinent question is: Is California ready for this role? Can it cope with the monumental challenges? Is this state, whose national image conjures up visions of swaying palms and great, graceful bridges, of spaghetti-bowl freeway interchanges and tacky little cable cars climbing steep hills, of anti-war demonstrations and LSD trips, of topless waitresses and turned-on teenagers, of beach bums and surf bunies, of breathless Hollywood starlets and movie-actor politicians—is this, indeed, the state which is to become the "vanguard state," the advanced civilization which will set examples for the nation, and for the world, at a moment when we all confront the inevitability of a tremendous worldwide population explosion?

The question rapidly becomes academic. "Ready or not, California, here we come!" say the masses of people, and the state has no choice but to accept them and, beyond that, the obligation to help them achieve the better life in a kinder climate.

By 1985, the state will have population of 40 million, double what it is now. Regional planning econo-

of Los Angeles Department of & Power (see pp. 108-109), by ectural firm of Albert C. Martin & iates. Photo: Julius Shulman

CALIFORNIA: SUPERSTATE

mists estimate that the average expenditure to accommodate this soaring population growth is $20,000 in public works for *each additional family*. A good part of that goes for office buildings, schools, hospitals, and other public facilities—all of which must be furnished to the tune of hundreds of millions of dollars annually.

Why California? Because developments in the contract field there are happening and will continue on a huge and impressive scale. Because what is being done in architecture and commercial institutional interiors is on a thoroughly professional basis; in the hands of talented, capable architects and designers there has been a renaissance of sound construction and imaginative, original design in the past five years.

Why California? Because in terms of its recent performance in the contract field it is fast becoming the pilot plant for the whole country. What is being accomplished in California today will set the pattern in many respects for the future style of office buildings, hotels, restaurants, and public institutions in the other 49 states. The pattern for the mass transportation of the future is being established by the BART project in San Francisco today. The cluster of cities which is Los Angeles will unquestionably be copied in the East and Midwest for the simple reason that large cities in the United States are being strangled by overcentralization of commercial facilities, plus an overconcentration of population commuting to and from small metropolitan areas every day.

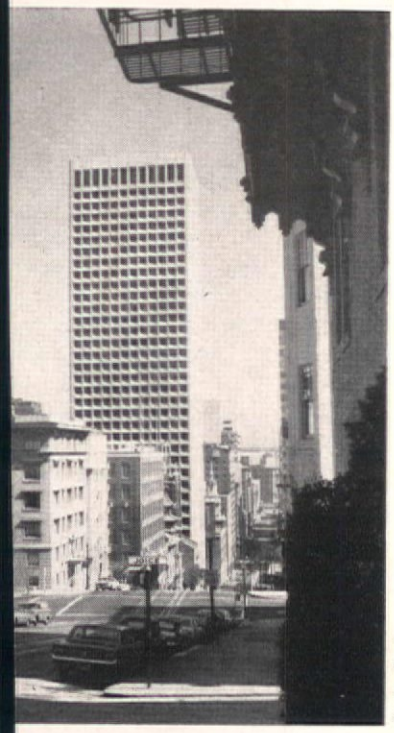
This issue of CONTRACT Magazine explores the way the contract industry has responded to this massive challenge. It describes and explains the motivation for major new installations, plus many now in progress throughout the state. It characterizes and pinpoints unique contributions in contract design and in the logistics of commercial/institutional planning. It discusses in depth the enormous marketing apparatus behind the huge new installations and how these marketing centers themselves are developing in unique and unprecedented ways. It presents a cross-section of the manufacturing facilities within the state upon which this merchandising structure has been built.

Why California? Add it all up and it's easy to see why the present issue deals with the most dynamic, most expansive, and, perhaps, most creatively endowed section of the United States.

Ben Hellman



Moulin Studios



Doyle Peck

ern air transportation needs are somely and functionally incorpo- in the new Palm Springs Airport inal by architect Donald A. Wex- while also taking full advantage of pectacular desert-mountain land- . In San Francisco, an earlier, eyed architectural charm is in- ngled with the skyscraper age. ng above the financial district is ecently completed 33-story Hart- Building, designed by Skidmore, gs & Merrill.

yle Peck, Western Manager of NTRACT, served as special editor this Landmark Issue and is re- nsible for the research, writing, f photography of its varied sec- ns.

THE CHANGING FACE OF CALIFORNIA

CALIFORNIA must build, and California *is* building at a dizzying pace, as the state reacts to the tremendous population surges of the 1960's and girds for even greater waves to come. Massive new public works projects, many statewide in scope, are being pushed. Five complete new university campuses are under simultaneous development, with a projected enrollment of 125,000 additional students. Crash expansion projects are being pressed at all of the state's university and state college campuses. Privately endowed schools are building rapidly, too.

To carry the projected highway load, California will need a statewide network of 12,500 miles of multi-lane freeways by 1980. The three-county Los Angeles metropolitan area alone must have 1,500 miles of freeway—three times the current total.

As the state gears for the population onslaughts of the months and years ahead, the architectural face of California is changing dramatically. Although all areas of the state are affected in some way—economically, physically, or both—most of the new influx of people, and hence most of the frantic building activity, is polarizing in the state's two major metropolitan complexes. One is the greater Los Angeles region, ranging from Santa Barbara and Bakersfield on the north to San Diego on the south, and east past San Bernardino and Riverside. The other is the San Francisco Bay region, encompassing Santa Rosa, Sacramento, Stockton, and, for purposes of this review, the Fresno-Modesto central inland region, actually a burgeoning population complex in its own right.

Some 400 highway miles separate the central cores of the Los Angeles and San Francisco complexes. In the jet age, this represents only a 40-minute hop, and the air corridor between them, with several major airports in each region, is among the busiest in the world: every five minutes, on the average, there is a commercial airliner movement between the two major California metropolises, and private and corporate aircraft take-offs are escalating rapidly, as well.

Linked together by strong economic and political ties, the two major population regions are, proportionately, sharing almost equally in the state's great population growth. But the two regions are strikingly different in complexion. While both are reacting dramatically to the pressures of skyrocketing population, they are doing so in substantially different ways, reflecting differences in geography, climate, civic personality, and—far from least important — local governmental structure. Each, therefore, must be studied separately. California North and California South are reviewed in the following two sections.

NORTH

SURROUNDED by water on three sides, the peninsular city of San Francisco, nucleus of the northern California metropolitan complex, has only one way left to build: straight up. Although such outlying industrial-residential sub-complexes as San Jose, Stockton, Fresno, and Santa Rosa—and the 80-mile-distant capital of Sacramento, where state government is the overwhelming "industry"—are developing into major cities in their own right, San Francisco still holds the key to the region's overall future development.

Vertical development means urban renewal, and it is being accomplished on a grand scale by the city of San Francisco and the neighboring communities that impinge upon it: Oakland-Berkeley-San Leandro across the bay, South San Francisco - Burlingame-Palo Alto down the peninsula, and the scattering of mostly residential communities in Marin County, across the Golden Gate Bridge.

San Francisco's success at downtown urban renewal comes as the result of tremendous cooperative effort on the part of government and private interests. Spearheaded by dynamic M. Justin Herman as head of the San Francisco Redevelopment Agency, and favored by a combined city-county governmental structure in San Francisco—vs. the separateness of such entities in southern California—the colorful, cosmopolitan "financial center of the West" is rapidly becoming a high-rise city to rival those of the East and Midwest.

Private and public renewal projects abound in San Francisco, and the city-county's ability to achieve clearance for urban renewal, has resulted in the most dramatic proposal yet: the $150 million Embarcadero Center complex that will include office towers of 60, 45, and 25 stories, an 800-room hotel, and a theater center totaling 3.7 million square feet. This will adjoin another downtown renewal project of substantial scope, the Golden Gateway complex of high-rise and town house apartments and the 24-story, 400,000-square-foot Alcoa office building, now in final completion stages.

As the Embarcadero Center proposal—promptly dubbed "Rockefeller West" by San Franciscans in recognition of financier David Rockefeller's 50 percent interest—moved to final public hearing stages in an election year, supporters were both confident and apprehensive. Although the project has strong backing from downtown business interests and the city-county government, it must face the opposition of a strong-willed and articulate group of San Francisco citizens who have resisted such projects in the past, on the grounds they destroy the city's "old cultural values." While final approval is expected, eventually, it must be remembered that in recent elections this same opposition group spearheaded successful drives to defeat proposals that would have completed a much-needed central freeway system and a bond issue that would have expanded San Francisco's International airport to meet the requirements of the supersonic jet age—both considered essential to the city's long-range development.

The freeway and airport issues will go back on the ballot again, but meanwhile development of modern transportation facilities for the Bay Area nucleus city has been seriously impeded. The much-needed Bay Area Rapid Transit System (BART) has also encountered problems, delays, and skyrocketing costs, and the electric railway-subway system is now expected to cost more than $25 million, vs. original $8 million estimate.

San Francisco may currently be bogged down in transit problems, but major building developers obviously are betting these will be solved in time to insure the central city's continued status as the nucleus of a worldwide population, trade, and financial center for decades to come. Both privately sponsored and publicly supported commercial developments are pushing the city's architectural landscape ever higher. Recently completed is Dillingham Corp.'s spectacular 43-story Wells Fargo building, a shaft of steel and glass containing 750,000 square feet and anchoring the city's financial and retail districts.

Only a few blocks away, footings are now being poured for The Bank of America's monumental world headquarters building, a 53-story, $92-million polished granite monolith that will add 1.5 million square feet of new office space—more than contained by all new high-rise commercial buildings completed in the city in 1966—when it is finally topped-off in 1969.

Other major office buildings are proliferating in San Francisco. Eight major projects and conversions finished in 1966—including the 15-story, 180,000-square-foot Palo Alto Office Center in the Stanford University and electronics-oriented community on the peninsula to the south—added some 1,490,000 square feet of new commercial office space last year. Nine new major projects underway or planned will add another 5.55 million square feet by 1970—and in that interim, it is expected, fully half again that many square feet will be added by other projects not as yet announced.

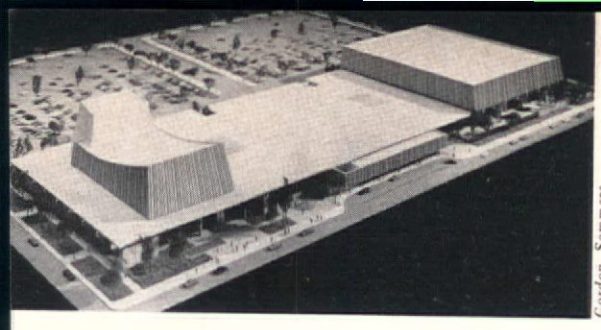
But spectacular new building projects are only part of the dramatic redevelopment story in San Francisco. Eager to preserve the city's cosmopolitan and cultural values, the city-county government has encouraged some bold and creative privately sponsored renovation projects that have salvaged older landmarks and converted them to modern needs.

Notable among these is the Ghirardelli Square project, which is converting a complex of old chocolate factory buildings into a delightful plaza of shops, restaurants, and theaters near Fisherman's Wharf. And there is Jackson Place, developed by Allan Tellis' Octagon Company, which connected several older low-rise buildings near the Jackson Square showroom district, and converted them into a showplace of courtyard offices.

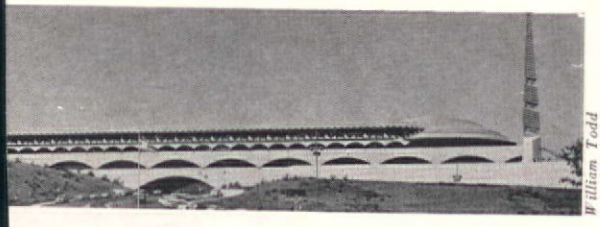
The imaginative Tellis also created the first "floating" office building in San Francisco when he conceived the idea of converting a mothballed ferryboat into office quarters for a prominent industrial design firm. Now Tellis says he has another project in mind that will convert a group of older buildings totaling more than 250,000 square feet into a renovation such as One Jackson Place, only larger.

Other creative area rejuvenators are at work in San Francisco, too. The graceful privately developed Chinese Trade Center gives this fabled San Francisco district a new and modern—yet ethnically oriented—focal point. In the same general area, a much larger project sponsored by the Redevelopment Agency will be the Chinese Cultural and Trade Center.

As the bold new skyscrapers in downtown San Francisco, along with the creative earlier-era renovation and ethnically oriented renewal projects, it becomes clear that the city is determined to meet the challenge of tremendous population growth pressures and retain its status as the nucleus of a far-flung metropolitan complex, but at the same time to not lose the unique personality that has made this city a favorite among seasoned world travelers.



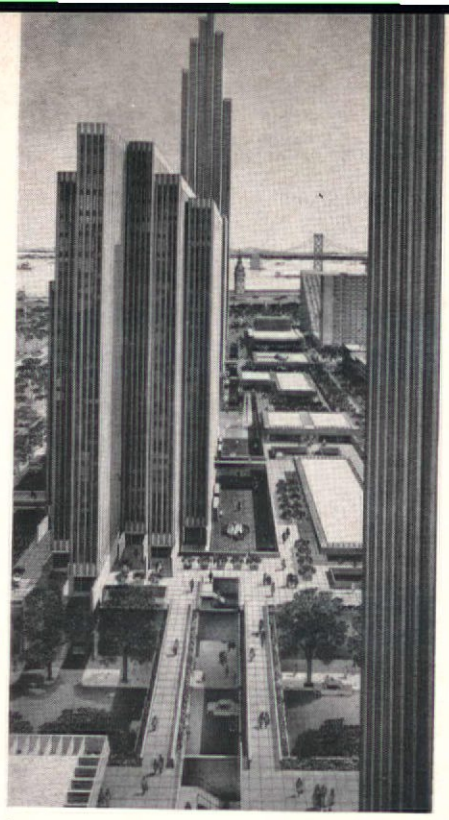
Gordon Sommers



William Todd



D. Peck



4



Morley Baer

5



6

7





8



9

Dwain Fawbion



10

11

Rendering: Carlos Diniz Assoc.



NEW WAVE

t completed, Fresno's Community & Convention Cen-
y Robert Stevens Associates and Adrian Wilson &
iates, includes auditorium, exhibit hall, banquet/
ng rooms, huge sports arena. **2** *Marin County Civic*
r, the original design of Frank Lloyd Wright and
eted by Aaron G. Green of Taliesin Associated, now
ons as seat of county government. **3** *Ghirardelli*
e renewal project, by Wurster, Bernardi & Emmons,
verting old chocolate factory buildings into a de-
l group of shops, restaurants, theater, near San
sco's Fisherman's Wharf. **4** *Proposed Embarcadero*
, San Francisco, will include high-rise office build-
800-room hotel, theater. Master scheme and archi-
e by Edwards & Portman of Atlanta. **5** *Fox Plaza,*
nulti-function building in San Francisco, was de-
by Victor Gruen Associates for National General
6 *Chinese Trade Center in San Francisco's famed*
own retains cultural and ethnic values, gives the
enewal impetus. By Campbell & Wong, architect. **7**
ul's Towers in Oakland, largest of several projects,
es residential, recreational, hospital facilities for
citizens. By Victor Gruen Associates and Benson
bach. **8** *Tallest completed building in San Francisco*
ingham Corp.'s 43-story Wells Fargo Building, by
ct/engineer John Graham & Co. **9** *In final stages,*
rancisco's Golden Gateway redevelopment project
s high-rise and town house apartments. Wurster,
di & Emmons and DeMars & Reay were associated
cts for the master plan. **10** *Part of Golden Gateway*
a office tower, clad with exposed structural bracing,
hitect/engineer Skidmore, Owings & Merrill. **11**
f America Building in San Francisco will be city's
in elevation when completed. By Skidmore, Owings
rill and Wurster, Bernardi & Emmons.

CALIFORNIA *Superstate*

For decades committed both by choice and by law to a growth pattern of low-silhouetted urban sprawl, this vast metropolis, where more than half of the state's people live and work, is now reaching for the skies as well as for the outlying mountains, valleys, and deserts.

Spectacular steel-and-concrete shafts are beginning to pierce the southern California landscape. The city and county of Los Angeles voted out the 150-foot (13 stories) building height limit in 1956, but it took nearly a decade for the full impact of this decision to be felt, and the "skyscraper age" is only now arriving.

Completed or in final stages in the downtown area of Los Angeles are two 42-story tower office buildings, Union Bank Square and Crocker-Citizens Bank, with a combined area of 1,450,000 square feet. They join the recently completed Occidental Center, 32 stories, and One Wilshire, 32 levels, with 700,000 square feet each.

Atlantic Richfield Co. has just announced plans for a "Rockefeller Center-type" vast complex downtown which envisions twin 50-story towers in a project costing from $80 million to $120 million depending on the final development scheme. This will be across from the Union Bank square, part of downtown's $350 million Bunker Hill Renewal project, and will create the area's first concrete canyon.

Also downtown, the tremendous Civic Center complex is taking final shape. The distinctive 880,000 square foot Department of Water and Power Building is completed and occupied, and the adjoining Los Angeles Music Center concept is being fulfilled with the addition of the Central Theater and the Mark Taper Forum to the spectacular Dorothy Chandler Pavilion in this cultural building triumvirate. And the city is clearing land now for an immense convention and exhibition center complex, in a bid to become a regular national convention site.

In the downtown-Civic Center area alone, seven other major high-rise office buildings have been completed in the past year with a total of 175 stories and 3,282,000 square feet—and that's only a fraction of the new office building going on in the region as a whole. Counting only high-rise projects (8 stories or more) and just in Los Angeles and Orange counties, 67 projects totaling 15,043,000 square feet have been completed in the past five years —vs. only 40 such projects, totaling just 8,210,000 square feet, in all of the 14 years following World War II.

As the former city without a center finally seems to have found one and pushes it toward the skies, there are heavy bets that Los Angeles will continue to sprawl and cluster, too. One such project is Alcoa's $500 million Century City in West Los Angeles, already about one-third toward its goal of providing a "city within a city" for a working population of 20,000 and a residential population of 12,000. The $32 million, 800-room Century Plaza Hotel, opened in mid-1966, is part of this vast complex.

Even farther out, there's Valencia, 32 miles northwest of downtown, under development as a complete and self-sufficient "new town" with a dense high-rise central core and a projected population of 200,000 by 1980. By far the largest new-town concept announced to date, it has been designated as the future administrative center for the County of Los Angeles.

In the opposite direction, some 30 miles south of downtown Los Angeles, the Orange County city of Anaheim is finishing an $8.5 million convention center complex, across from Disneyland, which will be capable of handling groups of up to 8,500 conventioneers. In Inglewood, near the Los Angeles International Airport, pro sports entrepreneur Jack Kent Cooke's $14 million sports palace, The Forum, is taking shape as a modern-day recreation of the ancient Colosseum.

Jet age transportation facilities are being expanded rapidly. Orange County, San Diego, and Palm Springs all have brand new airport terminals. The county of Los Angeles has acquired the outlying Ontario municipal airport on the eastern fringes of the city-county complex and will spend millions to upgrade it to the requirements of supersonic air transportation.

What's in store for the future in southern California? Basically, more of the same upward-and-outward stretch. Prominent Los Angeles architect Albert C. Martin foresees more skyscrapers downtown in the near future, with levels ascending to 60- and 70-story heights in the next wave. Other experts predict that such central core renewal projects as the Bunker Hill development will proliferate.

But continued expansion, particularly outside the city of Los Angeles itself, will not be without difficulty. The greater metropolitan area, confronted with many overlapping and sometimes conflicting county and city governmental entities, has been una to develop a comprehensive mas plan for the entire region—or even make a positive move in that directi Los Angeles city planning direc Calvin S. Hamilton is pushing tow a deadline of 1970 for a master p for the city itself and has won chan that give his office more power to the job done, but it will be with the cooperation and coordination some separately incorporated areas.

Beverly Hills is an example. T community, surrounded on all si by Los Angeles, will not allow bu ing above the 100-foot (8 stories) l along the city's key business art Wilshire Boulevard. High-rise de opment continues along Wilshire f downtown Los Angeles, thro and beyond the Miracle Mile sec of high-rise buildings, then s abruptly at Beverly Hills only to up again on the other side, tow Century City and Santa Monica. G bling that the city government of famous and affluent community eventually relax their determinatio remain a low-rise "island" in the of the area's development, high- developers have acquired extre expensive Wilshire Boulevard fron in Beverly Hills.

But the community sticks to guns — for esthetic reasons exclus ly — and developers' plans usually dropped in favor of another sit recent example is the attempt r by the Beverly Hills National B which acquired a prime corner tion on Wilshire and pleaded f high-rise permit. It was not gra the bank quietly sold the propert

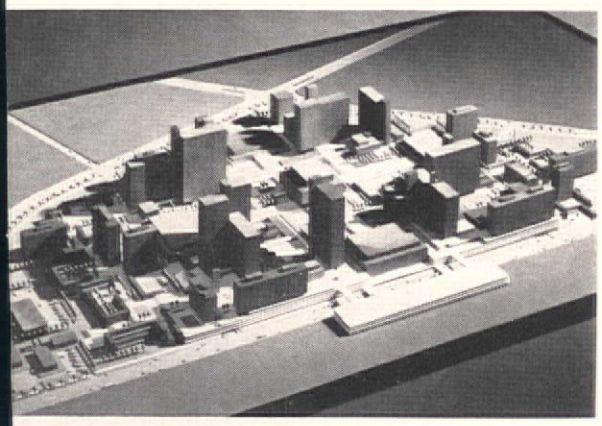
The foregoing example was cite as an affront to Beverly Hills—in other communities in the area ho similar restrictions—but as an in tion of the many problems conf ing regional planners in their e to develop a coordinated regional

Other local special interests the course of the region's dev ment, and it is apparent that eventual shape of southern Ca nia will be determined partiall economic necessity, partially by p cal whim and local interests t served. But it is also certain tha area will continue to grow dra ally as population pressures r and, despite such political islan its midst, will grow increasingly the guidance of professional pla into what many feel will becom nation's most populous region.

SOUTH



Robert Bruce Cross





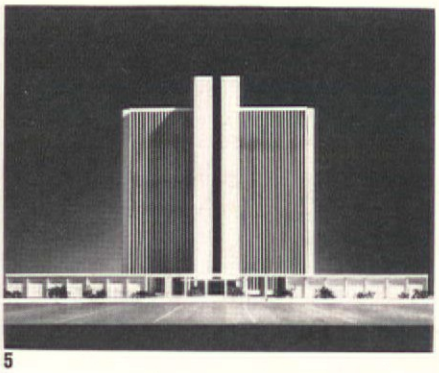
E NEW WAVE

amed Century City, Alcoa's superproject in West Los eles, is about 1/3 complete. Master plan by Welton ket & Associates. **2** Central city core for Valencia, new town" to be completed in 1990, will be adminis- ve center for Los Angeles County. **3** Another new town offices, residential, industrial, cultural, recreational s, is Warner Ranch Development, 1,000-acre site in Fernando Valley. Master plan by Albert C. Martin ciates. **4** Tallest in area to date, 42-story Union Bank are is first in $350 million downtown Los Angeles re- al of Bunker Hill. Harrison & Abramovitz (NYC) and rt C. Martin (Los Angeles) associated architects. **5** Los Angeles Federal Office Building, now in con- tion, is by noted architect, Charles Luckman As- tes. **6** Another Luckman project, Los Angeles Audi- m Exhibition Center spread over 31 acres will in- e auditorium, exhibit hall, hotel, office building. **7** rd-winning building in Los Angeles by Luckman is wn headquarters, a 121,200 sq. ft. structure. **8** Also by man, California Federal Savings & Loan Plaza, a million addition to Los Angeles' Miracle Mile section ilshire Blvd. **9** William L. Pereira & Associates created son Art Center at UCLA, an 8-story office/studio r linked to a 2-level gallery/auditorium. **10** Jail— ornia style—for Orange County in Santa Ana is being in three stages at about $9,867,000, designed by rt C. Martin. **11** Just completed, award-winning chapel alibu Methodist Church by Richard Dorman AIA & ciates. **12** By Victor Gruen, Del Amo Financial Center rrance is $30 million, two-phase project now under ruction. **13** Anaheim Convention Center near Disney- to open later this year, was planned by Adrian Wilson iates, architect. **14** Familiar sight—Los Angeles Free- By 1980, there will be 12,500 miles of statewide free- system, with 1,500 miles in Los Angeles area alone.

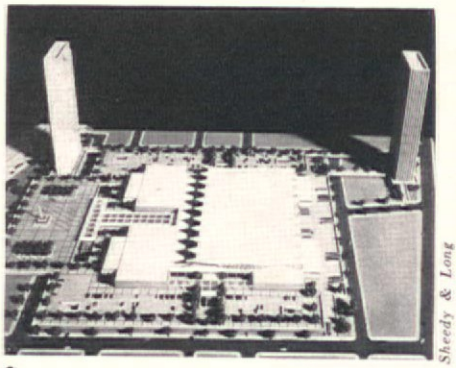


Dick Whittington

4



5



Sheedy & Long

6



7

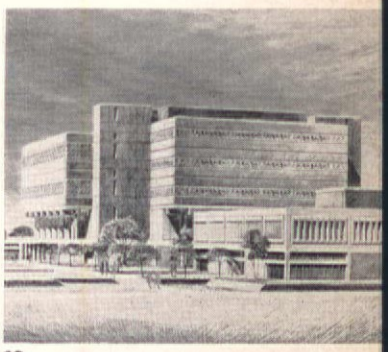
8



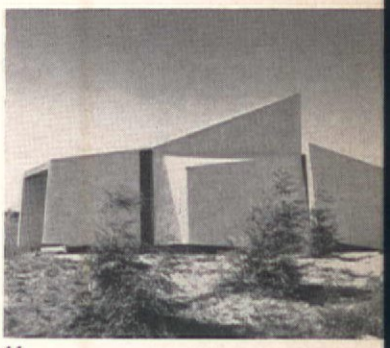


Julius Shulman

9



10

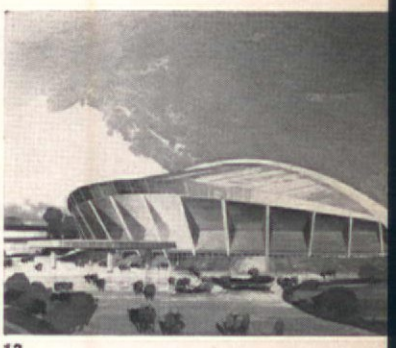


11



Gordon Sommers

12



13

14





RESHAPING OUR CITIES: NECESSITY, NOT CHOICE

By M. Justin Herman

Executive Director, San Francisco Redevelopment Agency

By 1968, California's population will exceed 20 million. This represents a doubling of population since 1948. Over the past decade, California population has grown at a rate more than twice that of the nation as a whole, and this trend is expected to continue.

The turn of the century will see 90 percent of the national population living in urban surroundings, and California is no exception; by and large, most of the population will be concentrated in our present densely populated megalopoli.

We are seeing major changes in our cities, as they move to accommodate this massive population growth —and it is only beginning. Our cities now *must* reshape themselves on a vast scale, and it is a question not only of choice, but of necessity. Only through broad-scale, publicly supported renewal programs can this challenge be met.

For the city authorities to be responsive and effective in coping with these necessities, a new discipline must emerge. This discipline will weigh conflicting values. It will make hard choices, reaching decisions for the long tomorrow instead of the short today, reinforcing decisions despite obstacles, protests, and unwillingness to pay the bill.

For most major cities, including ours in California, the most pressing problem is the redevelopment of a "gray area" of land use extending in a band fr the central city to the healthier residential secti and suburban developments. The characteristics of "gray area" are almost the same in every major c Most of the older buildings fail to serve current ne Repairs and maintenance are neglected. Values t to fall. There is either an actual or a relative of tax revenue. There is an increase in social c There is either a relative or absolute loss in do town retail sales. Above all, there is a very s stantial decline in the healthy utilization of the do town area by its citizenry—and at a time in growth of our cities when we can least afford s inefficient utilization of our urban land.

We are describing a standard urban ailment. E city, including my own San Francisco, has suff it. In fact, there are more than 800 cities of United States that have diagnosed the illness and are working out recoveries toward renewed u health.

The renewal treatment is not easy. It is diffi It disturbs our normal way of life. It takes orga tion. It means the acceptance of public accountab It means observance and respect for the democ process. It means involvement in a serious, meani way of the people whose lives and livelihood most immediately affected. It takes time. It money. But it must be done, and it brings wi attractive and proven results.

In San Francisco alone, we have 14 areas in phase of urban renewal. One of these, rapidly

M. Justin Herman has received national recognition for his dynamic ability to institute massive renewal projects despite strong-willed resistance by special interest groups and mountains of governmental red tape. He is a much-quoted speaker and writer on the subject.





Model of huge Yerba Buena Center renewal project (above), to include 12-14,000-seat sports arena, a 300,000 sq. ft. convention-exhibit center in rundown South of Market district, is now underway. Embarcadero Center proposal (right) envisions a $150-million hotel-office complex adjoining Golden Gateway project.

g completion, is the Golden Gateway, a complex high-rise office and apartment buildings and town-use apartments, in the city's former produce market ea bordering on the financial district. This develop-ent has been so successful that the entire downtown siness community has supported a move for another wntown renewal project of almost twice its acreage, ecifically the area we identify as South of Market, the Yerba Buena Center.

And even more recently, the acceptance of urban newal by San Francisco has helped bring about the st dramatic proposal yet: the $140 million Embar-rdeo Center complex that will offer more than 3.7 llion additional square feet of commercial and public ilding space, adjoining and complementing the resi-ntial features of the Golden Gateway development. Despite the increasing pressure for more rapid urban newal to accommodate our massive population wth in the San Francisco Bay Area, we must serve or create significant cultural, esthetic, and nic values. In all of our renewal areas, we are mendously interested in making or identifying ghborhoods with outstanding retention elements. here there are none of significance in existence, s our responsibility to create them.

The Golden Gateway Center, for example, was ap-ved only after the proposals of six prominent hitect-developer teams were reviewed by a dis-guished architectural board. These proposals were luated against both design and land price criteria. ause it offered the desired social and cultural enities, the proposal of Perini-San Francisco, com-ing the designs of architects Wurster, Bernardi & mons and De Mars & Reay, was selected even ugh our agency received $2 million less for the d that it would have received from competing ups offering designs with fewer amenities.

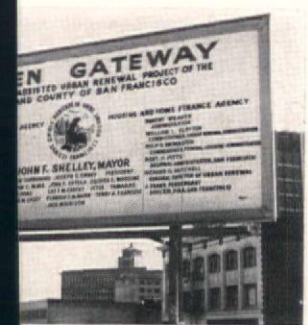
n our First Western addition development we have er construction the first elements of St. Mary's hedral, the design of Nervi and Belluschi, in col-oration with the San Francisco architectural firm of Sweeney, Rayan & Lee. This hyperbolic paraboloid crete shell not only reflects primarily the originality and skill of its architects, but also of our agency's design review panel consisting of Tom Creighton, architect, Richard O'Hanlon, sculptor, and Thomas Church, landscape architect.

The redevelopment process has enabled us to launch a particularly fitting San Francisco memorial to an important national group—the Japanese. In what was several years ago a badly blighted area, there now arises the five-acre Japanese Cultural and Trade Center, designed by Minoru Yamasaki in collaboration with Van Bourg & Nakamura of Berkeley. In the central court of the center between the hotel, inn, and restaurant at one end and the shops and Kabuki-style theatre at the other will be a peace pagoda designed by Taniguchi, modeled after small wooden pagodas distributed about 800 A.D. by the Empress Koken as tokens of peace in her war-torn country.

The establishment of this first cultural and trade center identified with a single national group appears to be setting off a train of such centers in San Francisco, each honoring a national or ethnic group, and each likely to be in a neighborhood renewal area. The Chinese Cultural and Trade Center design competition has been decided, and the developer is completing his technical plans in anticipation of early construction. In addition, we have been asked to work on an Italian Cultural and Trade Center, and it is quite clear that the Latin America and African Centers may not be far behind.

Proud of what our community, the architects, and their sponsors have so far been able to achieve in urban renewal, we believe the same opportunity is open to almost any community that wants such developments strongly enough. Nathan Glasser, noted sociologist-critic of urban renewal, concedes:

"Under the pressure of a number of gifted critics, urban renewal has become an instrument that any city can use to develop policies well suited to its needs and carry out some of them. It is by no means a perfect instrument, but the source of its failings generally seems to be political, in the imagination and structure of local government. It is there that we need the chief efforts of our critics." (C)



he times (above), a com-ight in San Francisco, is of Herman's agency push ssive renewal. Peace Pa-(right) is part of new se Trade Center.





Nearing completion, Golden Gateway Center renewal project (above) replaces former wholesale produce district near downtown financial district. It was among earliest sponsored by San Francisco Redevelopment Agency.



Albert C. Martin, Jr., FAIA
Albert C. Martin & Associates



William L. Pereira, FAIA
William L. Pereira & Associates

Is there a CALIFORNIA STYLE?

What has changed and what will change—views of the state's leading architects



Sidney Eisenshtat, AIA



R. E. Langdon, Jr., AIA
Langdon & Wilson



Victor Gruen, FAIA
Victor Gruen Associates



Richard Bliss Nelson, AIA



C. J. Paderewski, FAIA
Paderewski, Dean & Associates



Welton Becket, FAIA
Welton Becket & Associates

THE California Style of architecture and interior design—if indeed one does exist—is influenced by a Spanish heritage and by California's mild climates. Beyond this, it is an extremely elusive quality.

But there *is* something "special" about California designs. If not a distinctive regional style per se, perhaps it is instead a "California spirit"—one which manifests itself in use of brighter colors, bolder textures, more rapid acceptance of new materials, new building methods and techniques. It is a spirit of adventure, of pioneering on new frontiers, of willingness to innovate and experiment, of discarding by-the-book treatments and detailings even if, as its detractors maintain, hewing to safe and proven architectural shapes.

This seems to be the consensus that emerges from the replies of several prominent California architects to the question: "With respect to commercial and institutional building, is there a California Style of architecture and interior design?" But let's let the architects speak for themselves.

MARTIN

With the absence of tradition, a young and vigorous culture, relatively few restricting mores, and the rapid population and industrial growth, California has been extremely sensitive to current pressures, both positive and negative, which affect style. The absence of many of the larger national corporate headquarters in California has left the skyline without many prestige structures. Compared to large Eastern cities, land in California is relatively inexpensive. Often the quality of buildings parallels land values. California's population and industrial explosion has required a vast building program to house many activities. Undeniably, the emphasis has been on satisfying immediate space needs rather than on long-term considerations such as durability in equipment, materials, and—most importantly—esthetic quality.

With this rapid growth the land and building speculators have swarmed to California. Their prime contribution in most cases has been the creation of highly competitive buildings — buildings with gaudy facades and little quality inside: buildings that will be easy to rent to short-term tenants and easy to "unload" at an attractive profit. The most important boulevards in California are lined with this "false-front architecture."

Fortunately, we now see a distinct change. In recent years, California's major cities have matured. Many large corporations have located their headquarters in the West. The arts are receiving more attention and are becoming more important to us.

Yes, there is a California style o architecture that is now increasing i quality concomitant with the develop ment of tradition and pride. In Cali fornia residential and semi-residentia architecture there is a tradition o Spanish style. We are now on the wa to developing our own style of urba and high-rise architecture, enhance by the elements of geography. Ou pleasant climate tends to encourag informality, which is increasingly bein reflected in architectural statement Our Western society is gaining stabilit through maturity, and our architectur in the future will make a stronge emotional statement of lasting qualit

PEREIRA

California has not seen a true re gional style develop. In most com mercial and institutional interiors, th expression is very similar to any oth urban area. This phenomenon can b attributed to: One, the distribution concepts of interior design throug mass media, and two, the tremendo increase of population and the a companying increase in land cos within the cities. Because the spa problems approximate those found other parts of the country, the sol tions tend to be similar.

However, the one regional chara teristic we still possess is a recepti attitude toward the new and the d ferent. While we may not be the ori nators of these, we invariably gi them a try.

The California Style, if it exists, represented by the offices and hon of the owners who are individuali and who select, arrange, and furn their living spaces to their own nee What might be called the Califor Style, then, is not one style but collection of styles, and it is the dividualists, collectively, who ma tain the distinctive California atm phere of pluralism and vitality.

EISENSHTA

Is there a California style with r erence to commercial and institutio installations? I think the quest should be re-phrased to: *Should* th be a California style? In response that question, I would answer in affirmative.

Many geographic areas have a strong natural desire to admit sunlight into the cavities of buildings. We in Southern California are more often faced with the problem of excluding the overabundance of sunlight from our spaces. The opportunity to develop and maintain landscaped plazas and interior courtyards is relatively simple in the climate of Southern California. Turning of vistas in to the center, rather than the outside, develops a totally unique expression reminiscent of the warmth and friendliness found in the architectural developments of southern countries of Europe and Asia. The "weightier look" of institutional buildings in the Northeast certainly reflects the resistance to snow, wind, and cold. The opposite is true in the continuously balmy atmosphere of this area and in the relaxed atmosphere of western living. Informality of dress and casualness of manner very often reflect demands for simplicity and a minimum of ostentation in buildings.

These are just some of the many reasons why there *should* be an architectural style in Southern California. The rigidity of categories may seem to be missing, but use and occupancy of the space quickly reveals that it is of its time and of its place.

LANGDON

Yes, I think there is a California style, but oddly enough, the buildings and interiors exhibiting this style are not confined to California, but are spread throughout the country. Perhaps a better term than California Style would be California Spirit.

The current generation is living in an era where regional and local styles no longer exist in the sense that they did a generation or two ago. Rapid air travel has obliterated much of the regionalism, and communication has advanced at a dramatic pace with broad interchange of design ideas by printed literature and, of course, television.

Even though this widespread and rapid interchange of design ideas precludes the strong buildup of a regional style as such, there is an obvious and interesting characteristic of design in California.

I can best describe this characteristic as California Spirit—or a frame of mind which permeates the design modernity in California. California is blessed with a far greater proportion of the creative talent than its share of the 12 percent of the population of the United States. This creative talent works in an atmosphere of continuing growth in an expanding economy with the backing of a business and social population which is forging ahead at a great pace with enthusiasm and confidence. This California Spirit is constantly seeking to progress with new ideas, new designs, new products. The physical shapes and contours, the color concepts, the use of materials, the flair for the unusual are all outstanding ingredients in the work produced by the California Spirit.

GRUEN

Although a pseudo-Spanish influence is evident in certain of our public buildings, we do not feel that any identifiable style, Californian or otherwise, exists in our commercial or institutional buildings, or in the treatment of their interiors. There was, at one time, what we feel could be considered a recognizable California style in residential architecture, but this has long since disappeared.

NELSON

In the Santa Barbara area specifically, we are fortunate to have most architects, designers and decorators, and citizens of the city very sympathetic to what might be called the Santa Barbara Style. Some of the common denominator features of this style include plaster walls, with carefully planned glass and open areas, discriminant use of tile roofs, soft natural color schemes, ample trees and planting, and sensitivity to details.

Santa Barbara City is perhaps the only city in the United States with an Architectural Board of Review, which must approve all major developments — commercial, institutional, residential—within the city's borders. Other cities have isolated ordinance-protected areas, or deed-restricted residential subdivisions, but no overall commission such as ours set up by city ordinance to protect and create environmental quality in design. Because of this ever-present impetus and continued interest of the public, a Santa Barbara Style is being developed—or perhaps historians would say it's already here.

PADEREWSKI

There are possibly four considerations that have influenced the design of facilities in California, creating what we know as California Architecture or California Style.

The equable climate, particularly in the southern coastal areas of California, has permitted architects and designers to open the interiors of rooms to become a part of the outdoors. Not only are large expanses of glass used to allow maximum use of natural daylight, but by means of sliding or hinged panels the rooms can be opened to the outdoors, literally creating an outdoor-indoor atmosphere and environment.

Materials and color as used by California designers play an important part in the creation of individuality that has established the California Style. Redwood, a native wood, is prominently used because of its warmth, color, and texture. Brilliant color and texture of floors, walls, and furnishings materials has met with enthusiastic response.

Another form of California Style is that which has developed as the result of our proximity to our Mexican neighbors to the south, and from the heritage left by the Spanish padres who traveled the length of California in the eighteenth century, building beautiful missions and ranch houses en route. This architectural influence is evident in many of California's modern commercial and institutional buildings.

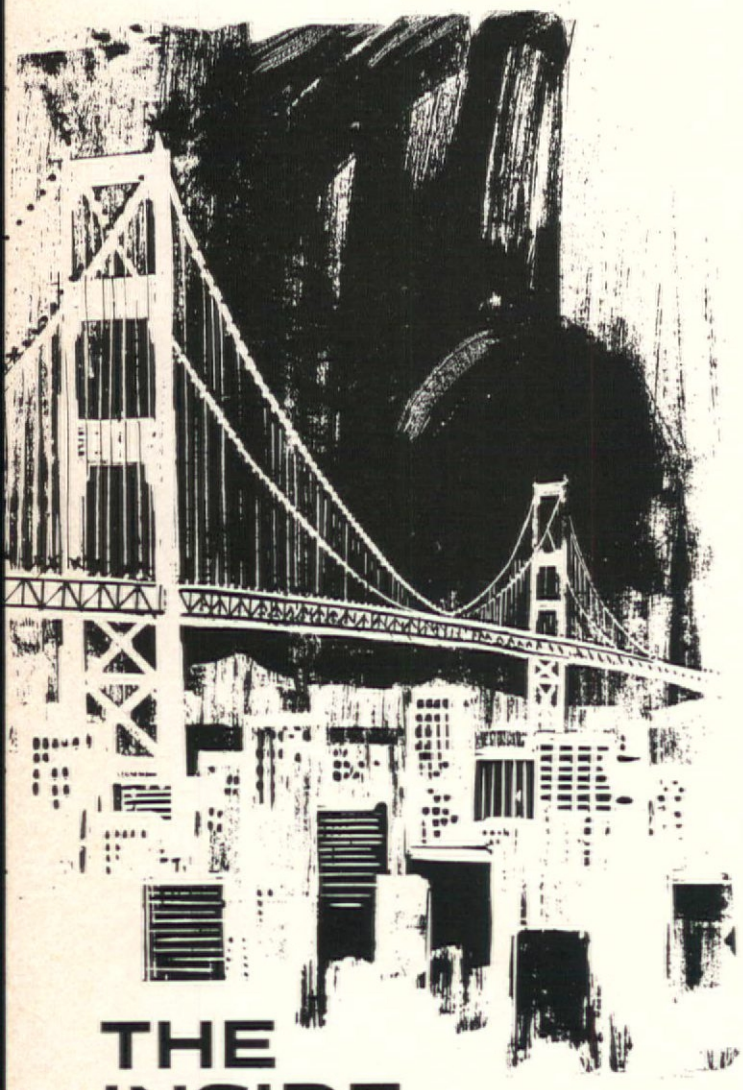
A recent example is the new San Diego International Airport terminal building designed by our firm which is contemporary in design and yet has a decided Spanish flavor in its interiors, particularly in the restaurant and cocktail lounges. The brilliant color highlights of the tiles, lighting fixtures, and woodwork, all of Spanish influence, are complimentary to the stained glass in the windows and the softer tones of the concourse.

BECKET

Although in commercial architecture and interior design there is far less of a California Style than in residential work, California Style to our way of thinking manifests itself in color and texture. Californians are not afraid to use color and we have a fondness for textured materials—exposed aggregates, split-face block, and rough-sawn woods.

When our practice first began spreading eastward from the West Coast, an associate present at the opening of one of our department stores reported that customers entering the store for the first time would enter, look at the color, texture, and brightness, and exclaim: "Just like California!" (C)

California: Superstate



THE INSIDE STORY

The surge of new construction in California has extended to every type of commercial/institutional facility, and hence to every type of furniture and furnishings. Planning of offices, public buildings, hospitals, schools, and corporate establishments has proceeded at such a furious pace in the past year as to quite overshadow the momentary lag in residential construction. In the following pages installations that represent a cross-section of what the commercial world has done to provide new work space and what private agencies have achieved in the way of cultural centers, hospitals, government buildings, and schools are presented in a sweep across the Superstate—north and south, seacoast, highlands, and valleys.

INSTALLATIONS IN THIS ISSUE

OFFICES

93 Occidental Center
William L. Pereira & Associates, Architect/Interior Designe
94 Challenge-Cook Bros., Inc.
Jack I. Martin, Interior Designer
95 Albert Van Luit & Co.
John Weeks, Cannell & Chaffin, Interior Designer
96 Ferryboat Klamath: Offices of Walter Landor & Associates
Alexis Tellis; Walter Landor Staff; Barbara Wand, Designe
97 McCulloch Corp.
Paul Laszlo, Interior Designer
98 Dillingham Corp.
Saphier, Lerner, Schindler, Inc., Interior Designer
99 Kama Sutra Record Co.
Jack and Louise Klotz, Regency Row, Interior Designers
99 First American Title Insurance & Trust Co.
Ferne Irwin, Ferne Irwin & Associates, Interior Designer
100 Federal Deposit Insurance Corp.
Noal L. Betts Designs, Interior Designer

SCHOOLS

101 University Center, University of California, Santa Barbara
Arendt/Mosher/Grant, Architect/Interior Designer
102 California State College Student Union
Frank Jensen, Carroll Sager Interiors, Interior Designer
102 Pomona College, Oldenborg Center
Carroll Sager Interiors, Inc., Interior Designer
103 Chapman College Library
Keith Hutchinson, Keith Hutchinson/Design, Interior Desig

PUBLIC BUILDINGS

104 Sea Explorer Base, Boy Scouts of America
Dwight E. Bennett, Architect/Interior Designer
106 Dorothy Chandler Pavilion, Music Center for Performing A
Welton Becket & Associates, Architect/Interior Designer
108 Los Angeles Department of Water & Power
Karl C. Klokke, Albert C. Martin & Assoc., Architect/Desig

BANKS

110 United California Bank
Dorian Hunter, Dorian Hunter Interiors, Interior Designe
111 Mariners Savings & Loan Association
KS Wilshire, Inc., Interior Designer
112 Lytton Savings & Loan
Adele Faulkner, Interior Designer
113 State Mutual Savings & Loan
John Weeks, Cannell & Chaffin, Interior Designer

MEDICAL

114 Medical Center, Santa Barbara
Charles K. Schmandt, Architect/Interior Designer
116 Jules Stein Eye Institute, U.C.L.A.
Welton Becket & Associates, Architect/Interior Designer

RESTAURANTS

118 Giovanni's Restaurant
Michael Vincent, Interior Designer
119 Otto's Pink Pig
Contract Design Associates, Ltd., Interior Designer
120 Charley Brown's
John Kieley, Fred Schmid Associates, Interior Designer
120 Normandie Club Restaurant
Joseph M. Rosen, Allen Brothers, Interior Designer
121 Scam Restaurant
Albert Parvin & Co., Interior Designer

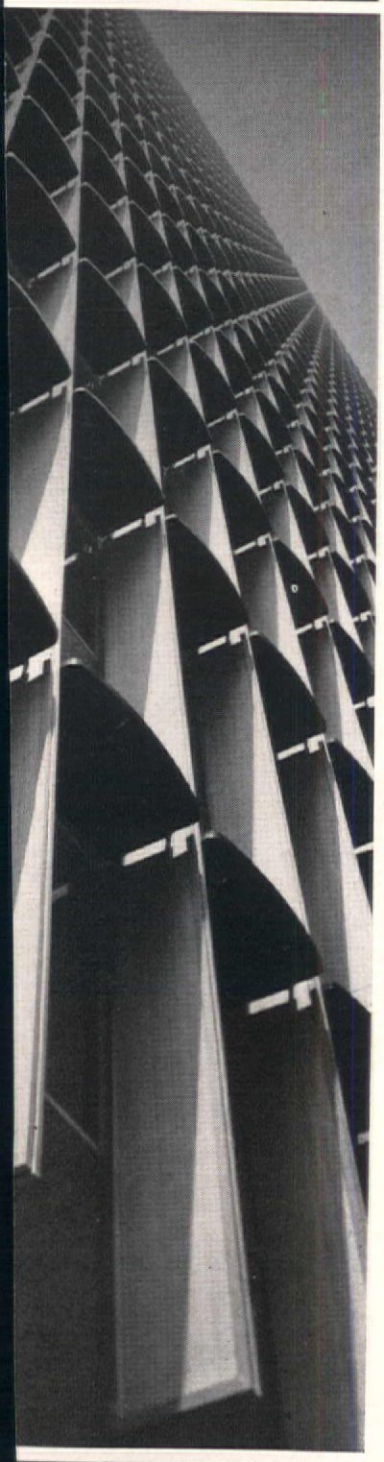
HOTELS/MOTELS

122 Palm Springs Spa
Albert Parvin & Co.; Integrated Design Associates, Desig
124 Century Plaza Hotel
Donald A. Robbins, Western Service & Supply Co., Desi
126 Water Tree Inn
Sid V. and Judy I. Marks, Interior Designers
127 Vacation Village
Jeanette Dyer Spencer, Richardson's, Interior Designer
Cannell & Chaffin, Interior Designer

CLUBS

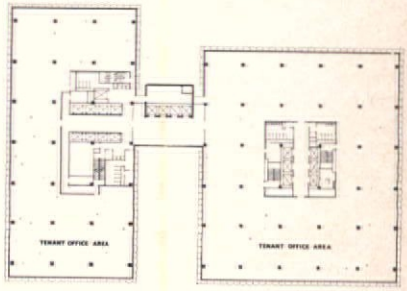
128 La Quinta Country Club
Albert Parvin & Co., Interior Designer
129 Del Ray Yacht Club
Howard Hirsch & Associates, Interior Designer
130 The Beverly Hills Club
Charles J. Aufferth, Interior Designer
130 Woodland Hills Tennis Club
Ed Krause, Dohrmann Co., Interior Designer











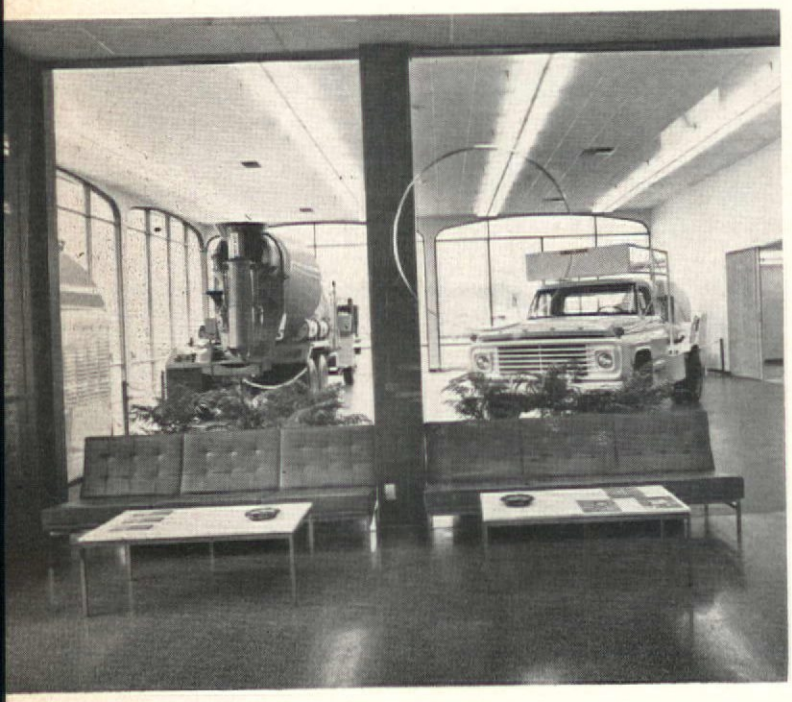


Photos: Julius Shulman

OCCIDENTAL CENTER

William L. Pereira & Associates, Architect/Interior Designer

Among the new skyscraper buildings recently completed in downtown Los Angeles, Occidental Center is noteworthy both for the architecturally distinctive exterior treatments and for the several public service features incorporated in the design of the building complex. Actually, although first-time viewers would not know it, the project consisted of a remodeling of the existing nine-story Occidental Life Insurance Building and the erection of a 32-story tower adjoining it. The two have been tied together so effectively that they give the impression of an all-new complex —and this, too, is a tribute to the skill of the architect. Exterior treatment for both buildings, which combined contain nearly one million square feet, consists of granite-sheathed columns, spandrels of charcoal gray Italian tile, and windows of gray solar glass. Sunshades and fins of anodized aluminum, on contrasting shades, provide sun control and cast shadows which give the facade an interesting architectural texture. Concept for the interior designs, also executed by the architect, is that of a "total business environment" in a small commercial and industrial area somewhat removed from the downtown center. Among features are a 496-seat auditorium, a street-level shopping arcade, an employee cafeteria overlooking a sunken Japanese garden, a landscaped observation deck, a skyroom restaurant, and in tune with the times, a rooftop heliport.





Photos: Marvin



CHALLENGE-COOK BROS., INC.
Jack I. Martin, Interior Designer
Donald R. Warren Co., Architect/Engineer

Designer Jack Martin, as all designers wish they could on every installation, became involved with this new corporate office headquarters project while the job was still in the blueprint stages. This made it possible to suggest several structural changes that contributed significantly to the efficiency and image-building qualities of the interior design. Challenge-Cook Bros. is a major multi-plant producer of heavy construction equipment and commercial laundry tumblers. Part of the building plan was to display pieces of massive equipment, such as cement ready-mix trucks, on a showroom floor visible from outside and adjoining the lobby. Martin suggested the removal of a partition between the lobby and showroom, replacing it with chair-level planters behind the lobby seating. This gives visitors an impressive, close-up look at the firm's colorful and somewhat awe-inspiring heavy equipment from the moment the building is entered. It also serves to open up and brighten the lobby-reception area. Throughout the executive offices, Martin used contemporary furniture and furnishings, in crisp colors and interesting textures, to further the image of a progressive, modern-minded but quality-conscious firm. Individual executives' tastes were polled, and this resulted in a variety of desk styles and basic color schemes, around which Martin collected appropriate side chair and sofa seating groups, lamps, wall decor, and accessories. A flexible executive dining room, with comfortable fabric-upholstered seating, was created by arranging an area that could be partitioned off by a folding door, or opened up as needed. In the employee cafeteria, sunny colors and chromium accents make the room bright and cheerful.

Suppliers: Furniture—Jens Risom, Knoll, Stow & Davis, Emit Britton, Steelcase. Carpeting—Sallee, Philadelphia. Wallcoverings—Gilford, Vicrtex, Kneedler-Fauchere. Wall paneling—Carpen Plywood, U. S. Plywood. Draperies—Ted Meyers Fabrics, Kneedler-Fauchere, Hayden Weaves. Graphics—A.B.C. Letterarts. Planters—Architectural Pottery. Accessories—Raymor Lamps, Smith Metal Arts, Qualiton, Steelcase. Resilient flooring—Flintkote vinyl asbestos. Showroom flooring—Torginol seamless flooring. Terrazzo—Venetian Terrazzo Co. Split-face block—Chamco Block. Windowwall bulkheads—Glasweld. Glazing—Solar Bronze Plate. Ceramic Tile—Interpace Olean, Franciscan Glazed. Acoustical tile—Celotex, Fissuretone. Projection screens—Da-Lite. Movable partitions—California Partition. Folding partition—Foldoor by New Castle.





BERT VAN LUIT & CO.

n Weeks, Cannell & Chaffin, Interior Designer
lingsworth, Brady & Associates, Architect

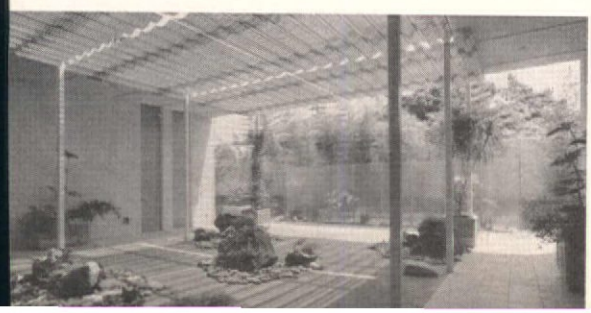
accurate reflection of the quality and e inherent to the company's own inctive wallcoverings are the new eral offices of Albert Van Luit & Co. Los Angeles. Designer John Weeks w from top-quality sources to create atmosphere of informal elegance. Vis- s to the two-story building, construct- by Meyers Bros. and landscaped by ton Rose, find a tiled six-step stair- leading to massive paneled entrance rs in the white brick facade. The re- tion area is light and airy, with a v of the interior patio area through r-to-ceiling windows. Flooring here rge-dimensioned ceramic tile, with an rug in gold tones. Van Luit's Isabella nask pattern in off-white is used in a rwell leading to the lower level, and teau Country, a scenic print with ac- colors of gold, orange, and green is l on a wall at the far end of the area. eption chairs are upholstered in olive n leather, with doors in charcoal n and drapery fabric in off-white. A leads directly from the reception area he covered patio, which has a custom py of woven wood slats which cre- a filtered sunlight effect on the peb- white tiles. Doors from individual ex- ive offices also lead to the patio area. office of Albert Van Luit, president, a wall surfacing of the firm's Broderie rn in tones of olive and bronze with llic highlights and bronze-green car- g. Chairs are upholstered in dark ise shell leather, and the sofa is in a ze-green upholstery material, har- zing with the carpeting. As a desk, Van Luit uses an intricately carved . Special walnut-paneled storage nets are placed in the corners of his . The office of Donald Douglas, gen- sales manager, has carpeting, drapery c and chair upholstery in off-white, ut desks, and a wall panel displaying Luit's Paisley pattern in beige tones ff-white background.

ppliers: Furniture—Carson-Johnson, r, Martin-Bratrud, Costa Mesa, Proc- Wallcoverings — Van Luit. Drapery cs—Textura. Carpeting—Sallee. Tile erpace. Lighting fixtures—Hollywood ing. Patio canopy—Ideal Mfg. Co.





Photos: Maynard L. Parker









Exterior photos: Moulin Studios



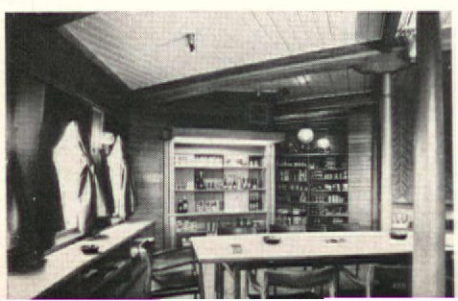
Interior photos: Stone & Steccati, Jeanne Reimen

FERRYBOAT KLAMATH: OFFICES OF WALTER LANDOR & ASSOCIATES

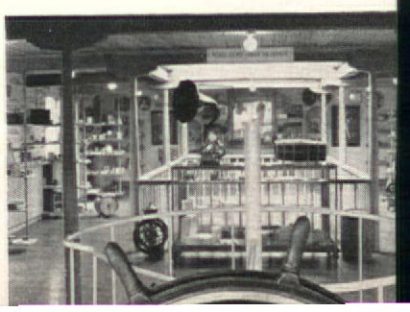
Alexis Tellis; Walter Landor Staff; Barbara Wand, Interior Designers
Chan-Rader & Associates, Architectural Consultant

The only "floating office building" in all of San Francisco—and possibly unique in the nation—represents the collaborative creative efforts of many. Alexis Tellis, the brainstorming developer whose Octagon Company has been behind other unique rejuvenation and renovation projects, and Walter Landor, who heads this nationally known and multi-faceted industrial design/consumer research/industrial communications firm, conceived the idea of converting a mothballed San Francisco Bay ferryboat into offices for the Landor firm. Landor's own design staff, going outside only for special consulting help, performed the transformation. Tellis and Landor found the retired craft rusting away at an East Bay pier, and the developer-designer team judged her quite worthy of restoration. With great fanfare, the ancient vessel, her engines long inoperative, was towed across the Bay to Pier 5. There were many problems to solve, of course: the "building" had to be refitted to meet with all of the applicable building, fire, and sanitation codes, and some unique mechanical systems had to be devised to accomplish this. The developers called in the San Francisco architectural firm of Chan-Rader & Associates to help with these problems, and also structural changes within the hull to convert it to the needs of the Landor firm. Barbara Wand, San Francisco interior designer, was also brought in as a consultant on restoration and refurbishing in a modern Gaslight Era style. Landor designers Glen Gardner, Tsugio Kubota, and Don Hamer, among others, executed designs for the special fixtures, furniture, furnishings, and graphics. The final space plan resulted in 22,000 sq. ft. to house the seven divisions of the Landor firm. Virtually every available inch inside the vessel's hull was utilized in the creative space plan, and all-around natural lighting makes the setting ideal for the designers' offices. Visual Communications Center is the umbrella name Landor has chosen for his combined operations, and this title is executed in distinctive three-dimensional gold le graphics on an overhead sign at the c vas-canopied approach to the main ga plank. Generally, public reception consumer research facilities are contai on the main deck, along with other s high-traffic departments as film viev rooms, photo labs, sample testing a Business and executive offices are at stern. This space plan minimizes unwa traffic through to the rear, where a matic circular staircase leads to the up or saloon, deck. Primarily, the saloon is the "quiet" area for designers' of

Suppliers: Furniture—Knoll, Ste Customwood, Pacific Overseas, S. C tian of Copenhagen. Floor covering— matting sisal blend by Alison T. Seym Draperies—Breyfogel. Drapery and fabrics—Isabel Scott, J. H. Thorp. Ligh fixtures—Salem Lighting, Sunset H Imports. Dimensional letters—Calif Woodcarving. Canvas fittings—St Sauter. Custom staircase—Eandi Works. Plastic laminates—Formica.







CULLOCH CORP., CORPORATE OFFICES

ul Laszlo, Interior Designer

less recent vintage than other installa-
ns in this issue—and yet included be-
se it is believed by many to represent
ne of the best work of an acknowledged
ster of industrial and interior design—
the corporate offices of McCulloch
p., major producer of chain saws and
oard motors, located near the Los
geles International Airport. Pace-
ing in its time, the installation nearly
ecade later is still considered a classic
mple of a completely integrated in-
trial design/interior design concept.
ne of Paul Laszlo's touches, then rev-
ionary, are only now turning up in
rent installations. Laszlo turned the
ding's lobby into a dramatic gleaming
wcase for the firm's products, through
tive use of a wide variety of ma-
ls. As a backdrop for a display of
oard motors, he designed a curved
constructed of strips of hardwood,
ed and stained various colors. For
n saw display, he created a curving
of corrugated stainless steel, with
ial stainless display fixtures on which
ous models could be suspended. Floor-
is contrasting colors of vinyl tile,
ded into interesting geometric patterns
brass divider strips. His lobby design
ides a curved, custom-designed re-
ion desk in plastic laminate and
less steel, and a beam-riser staircase
ng up to the executive office level.
stair hall leading to the secretary's
e is done in brightly colored small-
nsioned ceramic tiles. Handrails are
coal-stained walnut, treads and risers
baked enamel, with carpeted treads.

In the secretary's office, Laszlo created textured walls of maintenance-free rigid plastics, plastic laminates, and stainless steel, with an architectural glass wall behind the secretary's desk which itself is constructed from the same materials used on the walls. Large inverted cone lighting fixtures flank a leather-covered visitor's bench. A large gnarled tree planting adds color and interest to the room. In planning the chief executive's private office suite, Laszlo took full advantage of an expansive view of the busy airport happenings, without allowing them to become a distraction. Four armchairs face McCulloch's long, custom-built desk, but for less formal meetings there is a conversational grouping around a fireplace, recessed into a mosaic-tiled wall. A three-telephone console is built into McCulloch's desk, and he has special built-in private filing compartments in the desk and in a special cabinet behind his chair. Walls around the desk are paneled with heavily textured walnut, stained dark brown and polished. Chairs and desk top are leather-covered. Other amenities in the executive office suite include a private bath and sun room.

Suppliers: Furniture—Custom, Micarta surfacing. Carpeting—Karastan. Acoustical tile—Owens-Corning. Vinyl tile—Robbins. Ceramic tile—Cambridge, Fulget. Interior woodwork — Standard Cabinet Works. Locksets—Schlage. Lighting fixtures—Kliegl Bros. Upholstery materials—Lackawana Leather, Martha Pollock. Woven wood draperies — Webb Textiles. Plate glass—Pittsburgh Plate Glass.

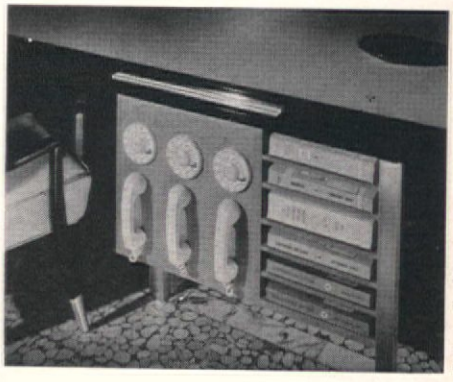




Photos: Julius Shulman





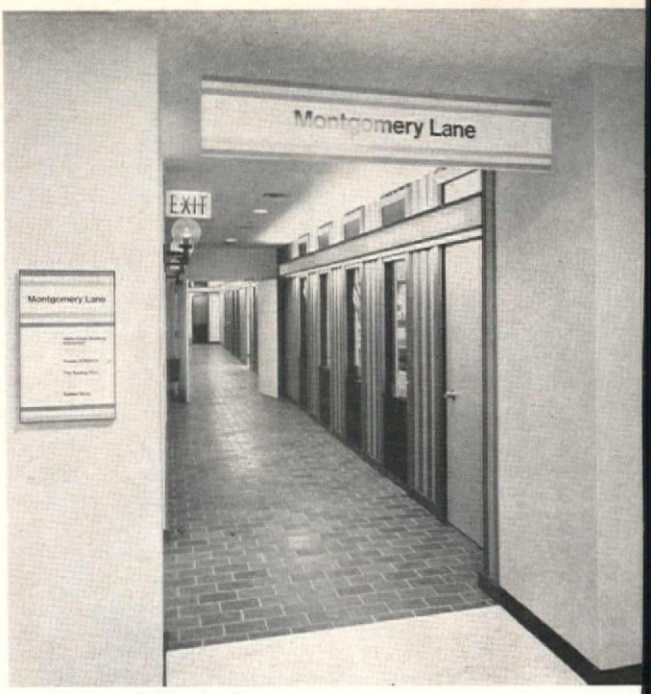


Robert C. Cleveland

Exterior Photo: Doyle Peck







Interior Photos: Moulin Studios

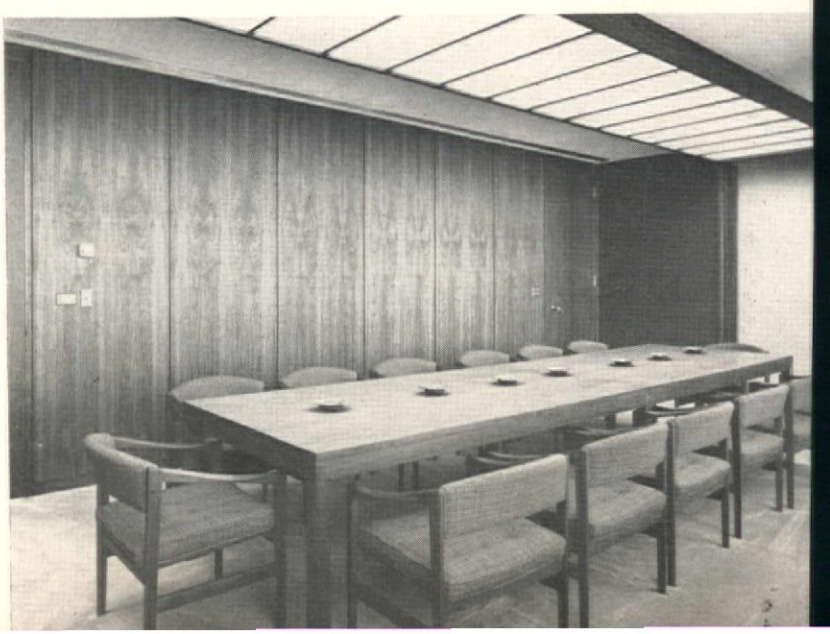
DILLINGHAM CORPORATION

Saphier, Lerner, Schindler, Inc., Interior Designer

Hawaiian-based Dillingham Corporation, developer/owner of the recently completed 42-story Wells Fargo Building in San Francisco's financial district, is among a number of major California commercial building developers which have retained SLS to provide space planning and construction drawings for all new tenants in their buildings. Understandably, Dillingham also turned to SLS for the finished designs of its new mainland executive offices on the 31st floor, and for the service facilities on the 16th floor. Executive offices were designed to be in accord with the character of the modern structure and at the same time to reflect some of the islander personality of this expanding corporation. Furniture and furnishings are contemporary, from top sources, but SLS also incorporated many fine Hawaiian prints, sculptures, and artifacts throughout the premises. A special display case was designed to house various historical documents and information on the origin of the corporation. On the 16th floor services area, where the express and local elevators have a common stop, SLS created a unique outdoor patio atmosphere for the building's barber shop, snack bar, news and gift shop, stationer, jeweler, and tailor. The effect is that of a shopping center mall (with signs identifying it as Montgomery Lane), achieved through use of bright colors, illuminated signs, canopies, redwood benches, and a brick tile floor. Outdoor-type lanterns, a white wrought iron tea cart with potted plants, and plantings are other touches adding to the indoor-outdoor atmosphere.

Suppliers: Furniture—Jens Risom, Dux, Metropolitan, Domore, Design Workshops. Carpeting—Masland. Resilient flooring—Kentile. Wallcoverings—Katzenbach & Warren, Laue Brothers, Design Tex. Lighting — Prescolite. Accessories — Hotpoint, Habitat, Richard Brooks, Stoneware, Flax's Frames, McGuire, Podesta Baldocchi, Special cabinetry, millwork—Design Workshops. Canopy—Sullivan Awning, with Design Tex fabric.





AMA SUTRA RECORD CO.

ck and Louise Klotz, Regency Row, Interior Designers

st designers' clients want offices which urately reflect the nature and character the business in which the firm is en- ed. Here, apparently, is the exception ich proves the rule: this client wanted cutive offices which would, in effect, nterbalance the business image. In mercurial popular record field, New k-based Kama Sutra is among the est-rising. When the principals de- d to open a Hollywood office—on Sun- Boulevard, of course—they retained youthful design team of Jack and ise Klotz to create not the swinging that one might expect, but almost exact opposite. Seeking a stabilizing nce between the brassiness of the and beat end product and the ousness of conducting an orderly bus- s, the client wanted a reserved yet rmal atmosphere in which the teen- artists and the company's record dis- utors, mostly in their forties and fif- could both feel comfortable. As a , the designers removed part of one and had a large stone-faced wood- ing fireplace built. A dropped ceiling removed, and in its place went mas- 6 by 12-inch beams against the 11-foot ceiling, spaced one foot apart and creating more the effect of a spacious study than an office. For a conference table, the Klotzes designed a 3 by 7-foot table made from 2-inch thick oak plant flooring parqued in a herring-bone pat- tern and waxed dark brown, mounted on a steel base purposely corroded and aged with an acid wash. The table is lighted from above by a brass and tole pool table fixture. At the head of the table is a high wing chair upholstered in a mustard suede cloth. Conference chairs are antique English walnut armchairs with seats covered in a mustard, blue, and white damask fabric. For less formal meetings, the designers put a sofa cov- ered in blue nylon against one of the side walls, which is laminated with blue burlap fabric. The other walls are wood paneled and washed with a blue stain. An antique English three-tier server houses telephones, telex, stereo equipment.

Suppliers: Furniture—Martin of London, Richard Bell, Ed Safire, Vickers. Carpet- ing—Hudson Mill. Draperies—Ken Rose. Fabrics—Trend of the Times, E. C. Bondy. Accessories—Martin of London, Burton Klein.



Photos: Harold Davis



ST AMERICAN TITLE INSURANCE & TRUST CO.

e Irwin, Ferne Irwin & Associates, Interior Designer

e Irwin received the Santa Ana nber of Commerce 1966 award for most outstanding commercial office vation, for this installation. Working severe space limitations in buildings g from 1931, she faced the challenge eating new corporate offices for this r title insurance firm, which has 131 s in five Western states plus Alaska Guam, while retaining a corporate e dating back to 1894. To reflect the e of solidarity and trust, she chose wood paneling with Colonial details rim in the reception area and pres- s office. His George Washington desk nger) is authentically detailed, with ated drawers and hardware on the Behind his chair, refinished roll-top are used as the center of a storage wall with filing facilities and trophy shelves. A bookstand, upholstered guest chairs, and hurricane-base lamp complete the Early American setting. In the board room, lighter enameled paneling with Colonial details and Early American light- ing fixtures are used. Special multiple- use expandable tables are used to accom- modate large and small conferences and luncheon groups. Law library fixtures and shelving are also light-toned, and func- tional lighting in this area is provided by recessed fluorescent tubes over trans- lucent panels in the ceiling.

Suppliers: Furniture—Kittinger, Fine Arts, Barnard & Simonds, Beverly In- teriors, Cliff Wadsworth. Carpeting—Del- linger. Upholstery materials—Boris Kroll, UniRoyal Naugahyde.



Photos: Gibson-Naill Studios













FEDERAL DEPOSIT INSURANCE CORP.

Noal L. Betts Designs, Interior Designer

Following the assignment of re-designing national headquarters of Federal Deposit Insurance Corp. in Washington, D.C., Noal L. Betts was commissioned to do FDIC district offices in major cities in the country, including San Francisco. The office is composed of reception, executive, and examination offices, secretary and typing areas, and filing rooms, all of which required totally new equipment. The reception room, with waiting and secretarial areas, also serves as an art exhibit "gallery"; executive offices have smooth living room appearance to soften difficult financial decisions which must be made there; glass partitioned examination offices, used by field examiners, are accented by high spots of color, attractive files; secretary and typing areas and filing rooms are fully carpeted for soft effect and acoustical purposes. The project involved expanding from 3,000 to 6,000 square feet. In all his designs Betts strives for the best overall space effect. He never uses surface of mediocre color, but rather saturated, pure, potent and direct color. His space plan includes furniture which is designed to be attractive from all sides, and he uses chairs which have sculptured beauty whenever possible.

Suppliers: Furniture—Habitat, Knoll, Orsenigo, Dumore, J.G., Metropolitan, Art Metal. Carpeting—Bigelow Sanford. Lamps —Nessen, W. McCune. Leather tile walls —American Leather. Wallcoverings—Wallpapers Inc. Draperies—Isabel Scott. Accessories—Habitat, Smith Metal Arts, Noal Betts. Paintings—Noal Betts.

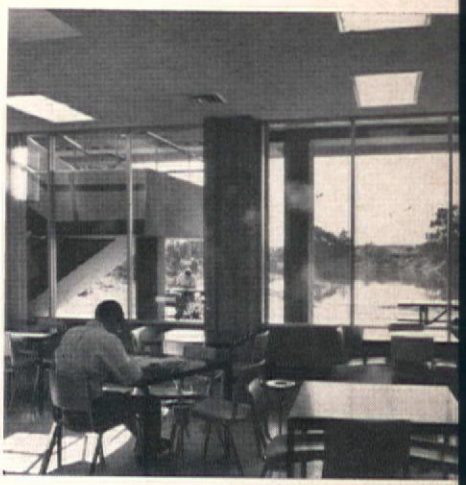


Photos: Stone & Steccati









Photos: Julius Shulman

NIVERSITY CENTER, UNIVERSITY OF CALIFORNIA, SANTA BARBARA

endt/Mosher/Grant, Architect/Interior Designer

e new $3,000,000 University Center was igned to serve as the recreational and dent activities hub of this rapidly grow- educational institution. Facilities in- de a 600-seat cafeteria-snack bar, con- ence and seminar rooms, student of- s, art gallery and crafts room, music ening lounges and FM radio station, iard and game room, reading lounge, dent bookstore, barber shop, informa- desk, post office, and commons lounge as. Daily activities revolve around a tral entrance area that also serves as commons lounge. Because of the sec- floor entrance, dictated by a steeply ed site, traffic is divided, flowing up- rs to student offices and downstairs ctivity rooms. Materials used in Uni- ity Center are typically Californian: nforced concrete with sandblasted, erned concrete block, and Mediter- an red tile shingle roof. Exterior bal- railings are economical pre-cast con- e. Patterned concrete block and dentil rse are used as exterior accents. The re structure, situated as it is overlook- the often highly reflective ocean, is pped with glare reducing gray glass. ppliers: Furniture — Brown-Jordan, nan Miller, Jens Risom, Johnson Plas- Tops, Knoll, Metropolitan, Thonet, dard, Johnson-Barricks. Carpeting— adelphia, V'Soske. Resilient flooring— kote vinyl asbestos. Quarry tile— aic Tile Co. Lamps—Nessen. Wallcov- — Vicrtex. Store fixtures — Pacific







Photos: Merge Studios



CALIFORNIA STATE COLLEGE STUDENT UNION

Frank Jensen, Carroll Sagar Office Interiors, Inc., Interior Designer
Powell, Morgridge, Richards & Coghlan, Architect



Several seemingly insurmountable design problems had to be solved by the Carroll Sagar college planning unit before the student union at California State College at Fullerton became a reality. Finances were furnished by a portion of activity card collections, resulting in minimal funds for an installation which would receive maximum usage; the installation was a temporary one since all furnishings will be moved to a new building now under construction; the budget did not allow for the addition of a false ceiling, and the old ceiling had exposed pipes from the classrooms above; and large open spaces had to be utilized since the interior space was formerly the library stack area. Olive green shades in the carpet, and vio and blues on furniture were used to b visual attention away from ceiling pipes. Omni poles with bright ora mustard, and ochre masonite panels tween them broke up the large inte space into smaller conversation a The conference room is furnished in r blues with prints on the chairs for cents. Conference chairs have olive f to coordinate with the carpet.

Suppliers: Furniture—Herman M Knoll, Hiebert, EON. Carpeting—Be Roxbury. Upholstery fabrics—He Miller, Knoll, Jack Lenor Larsen. Scr —Omni, Masonite. Planters—Architec Pottery.



POMONA COLLEGE, OLDENBORG CENTER

Carroll Sagar Office Interiors, Inc., Interior Designer
Honnold & Rex, Architect



The project is unusual in dormitory design concept. An atmosphere consistent with the Pomona plan, which follows the Oxford University plan of small personal student living groups, was to be developed. Students speak only foreign languages. Half of the 144 residents of the dorm are from foreign countries, half are American foreign relations and language students. The building is primarily of pre-cast concrete with minimum decorative architectural elements. Entrance to the building at the center core is adorned by large, custom designed political world map; side wings are scholarship suites for co-educational informal discussion groups. Inside dining room has flags on tables indicating language to be spoken at each Smaller outside dining area ove home of the Center's director. Furnis were selected for softness of line, w of wood, and brightness of color to plement neutral backgrounds. Ov carpeted floors in all areas were k orange, olive, blue, and gold, with tures or analogous values of each. F repeated these colors with the addit completely interrelated mixtures t ticipate exchange of pieces in suite

Suppliers: Furniture-Dux, Ma Thonet, Woodard, Metropolitan. D tory furniture—Thonet, Van Voorst vard frames. Carpeting—Gulistan, Herculon fiber.

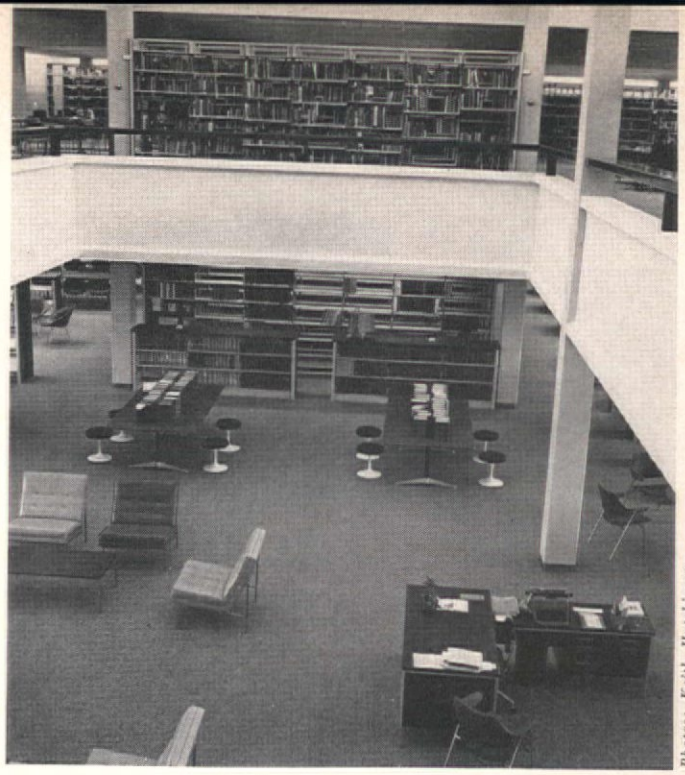
Photos: Merge Studios











Photos: Keith Hutchinson







APMAN COLLEGE LIBRARY

th Hutchinson, Keith Hutchinson/Design, Interior Designer

ell, Morgridge, Richards & Couglan, Architect

n must a library be not *just* a library? n, as in this case, it is the first of al new structures projected for a te college campus, and until the ad- nal structures are built must function e college community center as well. was the challenge faced by designer Hutchinson, whose many previous mic building projects had equipped well for the assignment. Because of ultiple use planned for the building, were many design criteria not usual- sociated with library installations. study and visual aid facilities, plus rsational groupings, were required dition to efficient traffic flow, low transmission, adequate lighting for g, and an environment and facilities conducive to privacy and solitary In executing these criteria, Hut- n decided on a basic scheme of areas filtered in with shelving that break up any monotonous series of g tables and stacks. This resulted ood balance of high and low lines, he warm and inviting atmosphere nhanced by a color blend of earth tones and fabrics which are hardy, yet have a soft hand. In planning incoming book traffic for maximum efficiency and minimum distraction, Hutchinson applied a facility environment analysis which allowed for staff interchangeability where appropriate. He used backs of card catalogs, which were high and bulky, as visual baffles to re-direct traffic as desired. To serve the community center uses to which the building must also be put, the floor plan was kept uncluttered, simple and open, with furnishings not too loungy, yet comfortable. Six rooms on the second floor, open to the gallery, were planned with visual aids for seminars and also double as booths for group listening to recordings without headphones. Fully sound-insulated, these function rooms do not interfere with quiet areas for individual study. Reading areas, both of the informal group and traditional reading table nature, were interspersed through the stacks. To encourage deep solitary study, almost half of the seating in the library is in the form of three different sizes of individual student carrels. These are placed along the peripheral areas and the stacks or shelving are positioned to act as sound control baffles for the solitary student's privacy. Further seating was placed in among the stacks, so that work could be carried on right in the area of research or reference. Staff librarians' desks, positioned on the main floor near logical library sections, makes them easily available to students. For example, the reference librarian is located in a position oriented to the center of the first floor, near the reference section. In the area of the charge desk, an open visual control area is established by keeping stacks down to 42 inches high. Colors are warm but muted.

Suppliers: Furniture — Thonet, Knoll, Herman Miller, Carson/Johnson, W. R. Ames Co., Harpers of Calif., Domore, J. G., Sjostrom. Upholstery materials — Knoll, Herman Miller, Anton Maix, UniRoyal Naugahyde. Carpeting — Bigelow. Files, card files—Devon Div., Harpers of Calif., Remington-Rand. Pottery — Affiliated Craftsmen. Index finders—Vomar Products, Inc.

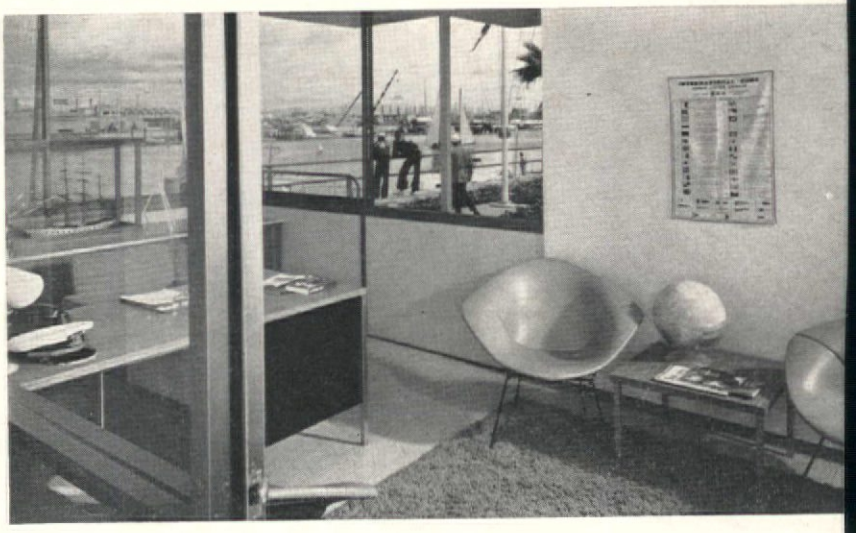
PUBLIC BUILDINGS

California: Superstate









SEA EXPLORER BASE, BOY SCOUTS OF AMERICA

Dwight E. Bennett, Architect/Interior Designer

A baffling list of design and function criteria confronted young Long Beach architect Dwight E. Bennett as he set out to create a new base in the Long Beach marina area for this group of active Sea Scouts. Space requirements called for a 10,000 sq. ft. facility on a 7,500 sq. ft. site, tightly bound on one side by a collector street, on another by a large public parking lot, on another by a heavily trafficked highway overpass bridge and, finally, by its access to the water: 86 feet of rock-walled ocean frontage. The building thus could be viewed from every direction, from both low and elevated angles, and must therefore be esthetically pleasing from each. Functional criteria included the Scouting program, which called for two separate and distinct activity areas: one, a utilitarian and durable work space, meeting room, sail loft, shop and gear lockers for daytime nautical activities, and second, a separate and more formal area for meetings, receptions, dances, lounging, dining, food preparation, and social functions. Overall, the facility must be capable of withstanding the hard use it was certain to receive at the hands of 13-to-18-year-old boys, yet retain a nautical freshness and sophistication.

The design solution oriented the major entry to a covered pedestrian court and created an entertainment plaza around a fire ring on the ocean front. This permitted the semi-enclosed under-bridge area to be used for surface boat storage, secured by a high redwood fence. The function separation was achieved by locating the work-shop-storage area on the first floor, and the social-recreational-meeting areas on the second, interconnected by two stairways: one inside, for utility, and one on the exterior, primarily ornamental. To accomplish the all-around, all-angle esthetic requirements, Bennett chose a Dutch white brick and bronze-stained redwood sheathed exterior with a dramatically upswept roofline. He provided spacious exterior balconies, sheltered by the roof overhang, and paved with earth-toned quarry tile.

His interior design theme called for crisp off-white plaster walls countered by rich marine oiled teak wood paneling and trim. Floors of travertine-patterned resilient tile are complemented by long loop pile carpets in ocean blues and greens. Glazed walls are in bronze-like frames and receive a bulkhead panel of sea-blue Glas-Weld panes. The lounge and gabled dining ceilings are white acoustical plaster. The soaring 20-foot ceiling of the second foyer is detailed in a stained boatmakers plank-and-wood-strut pattern, terminated at its centroid by a w translucent skylight. Exposed chande pendant and bracket lighting fixtures tablish a blue globe and brass lan pattern, which hews to the nautical th A dramatic two-way fireplace with a height mantel sheathing in patinaed per separates the multi-use lo spaces. Furnishings in tones of gold, green, and soft to navy blue with wood carry the exterior nautical a tectural statement to an interior co sion. Two gold upholstered sofas and olive chairs anchor the reception f complemented by black benches and planters. Lounges are generously pointed with sofas and chairs, bu this area are upholstered in reinf vinyl for rugged indoor-outdoor use casually arranged into conversat groups on area carpets. Stacking c in adequate supply are kept on for dining and meeting requirements turnkey installation included specific of flatware and china.

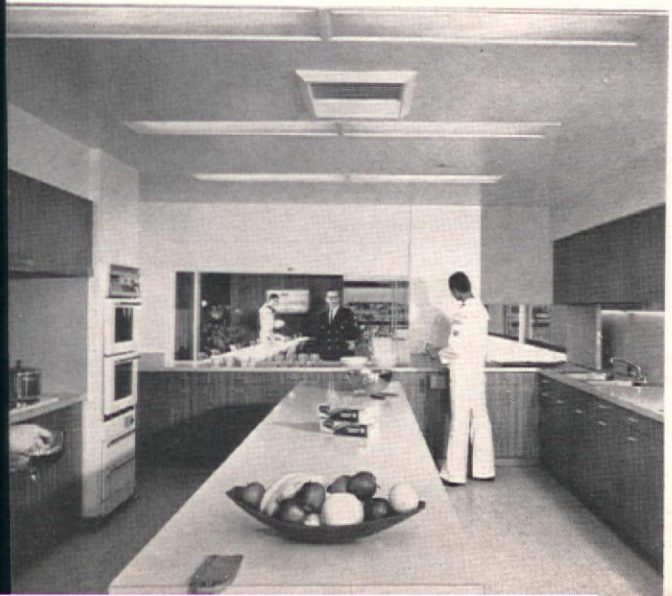
Suppliers: Furniture—Herman M Knoll, Art Metal, Harter Corp. Upho materials—Herman Miller, Knoll, Uni Naugahyde. Area carpets—Pan P Lighting fixtures—Prescolite. Hardw Yale & Towne. Planters—Archite Pottery. China—Syracuse. Flatware ternational Silver.

CONTR



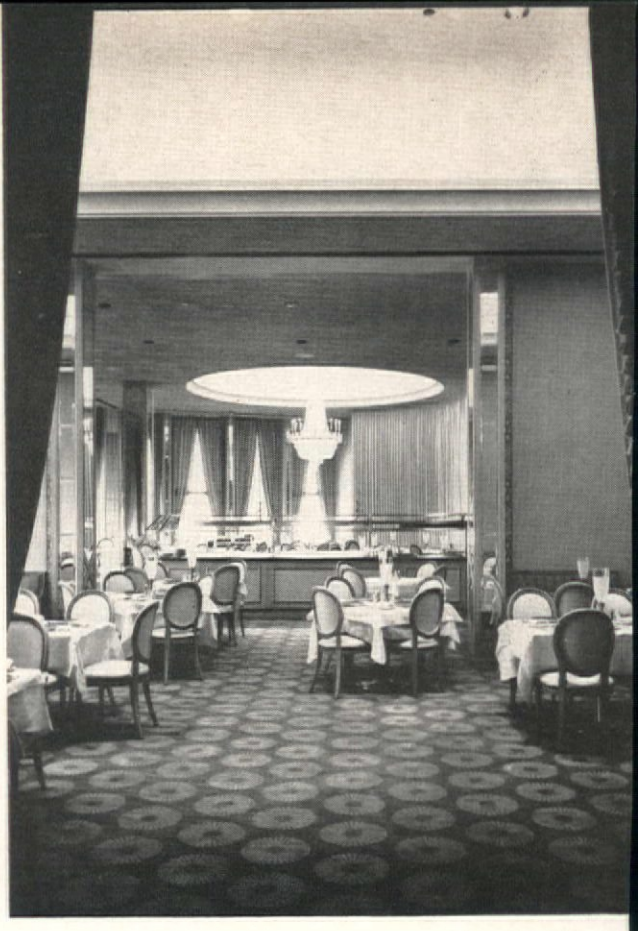
Leland Y. Lee











DOROTHY CHANDLER PAVILION, LOS ANGELES MUSIC CENTER FOR THE PERFORMING ARTS

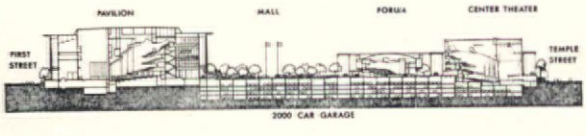
Welton Becket & Associates, Architect/Engineer/Interior Designer

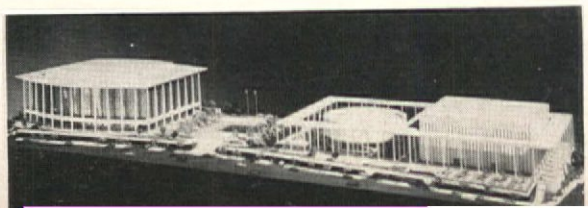
A noteworthy cultural complex in the West and comparable to any in the world, the Los Angeles Music Center for the Performing Arts is undoubtedly the "most complex architectural problem" to confront its creators. It was so described by Welton Becket, FAIA, at the formal opening of the Dorothy Chandler Pavilion, recently joined by the Mark Taper Forum and the Ahmanson Theater in the three-building complex. The 3,250-seat Pavilion, largest of the three buildings and the first completed, had to fulfill the functions of three major halls, each with its own characteristics and technical requirements. Traditionally a symphony orchestra requires a concert hall with perfect, natural acoustics. Grand opera demands a tremendous stage and as large a house as good sight lines permit. Light opera, ballet, and similar presentations call for a more intimate type of theater with an amplified sound system. Becket proved the master in designing a single auditorium that combines these three different houses into one hall, acceptable to all.

The monumental task required years of study and planning, with a staff of architects, engineers, designers, and technical consultants numbering up to 100 at certain times. Technical aspects aside, Becket was determined that the Pavilion, in exterior and interior design, should reflect elegance and beauty consonant with the rich cultural adventures to be experienced—yet keeping it contemporary and understated so that it would not overpower patrons. "We felt that many contemporary exterior and interior designs were too stark and unimaginative for this type of building, so we studied the classical concepts of architecture as a point of departure. Thus, since it is meant to become a living cultural symbol for future decades, the Dorothy Chandler Pavilion grew to be a contemporary expression of classical architecture," says Becket. Interiors of the Pavilion were designed to fit this concept, from the huge 17-foot high Grand Hall chandeliers to the dainty cocktail napkins used in restaurants and lounges. Even a special color—Music Center Blue—was created, and designers custom ske every piece of furnishing.

Main entrance to the Pavilion is the Mall Plaza into an impressive which introduces walls of honey-onyx panels from Mexico and columns faced with an intricate patte gold and white Italian Byzantine tile, delicate warmth enhanced by an off-terrazzo floor. A circular, domed lig recess above the center of the foy gold-leafed. Gold accents are repeat gilt metal and crystal sconces alon walls. The grand stairway rises ab sparkling, gold-tiled rectangular refl pool surrounded by white marble. stories high, it is carpeted in olive- set off by borders of white marble. of the entire stairwell are faced with mirror panels, reflecting the chan suspended at each main landing. enormous Grand Hall is situated second level and is elegantly highl with three magnificent crystal ch liers, quietly toned in a green and patterned rug while strong vertic













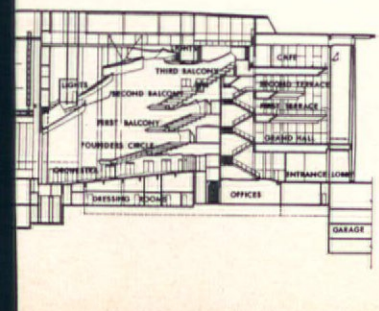
Photos: Marvin Rand; Balthazar Korab

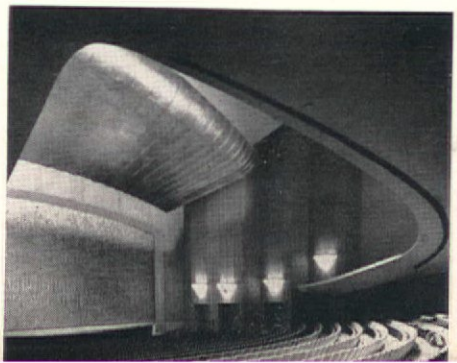
appear at the full three-story high
ws covered with rich linen-velvet
draperies.

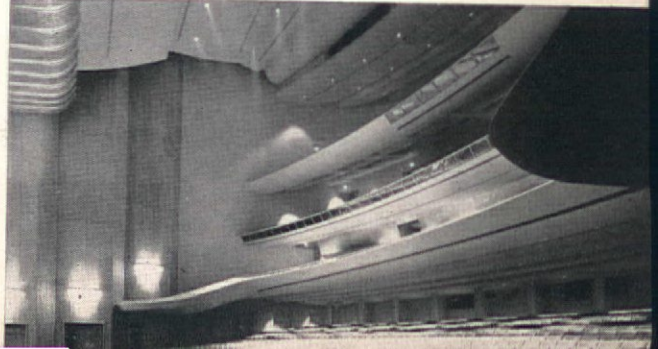
new Center is replete with facilities
tr'acte gatherings. The Oval Room,
in refreshment area, contrasts black
wall paneling with moss-green car-
Suspended over the huge oval-
verde antique marble bar is a
re by Thomas Hardy titled Sun-
The Founders, opened only to
ng and Associate Members, is ma-
with fine Australian black bean
g sheathing the two-story-high
three gilt-toned chandeliers, beige
aperies, floor-to-ceiling mirrors—all
by dark green carpeting and sub-
reen upholstery fabrics. The Green
the main public lounge, is keyed
oss-green carpeting and walnut
g. There are two major dining
he Curtain Call and The Pavilion
ant. The Curtain Call, a 130-seat
nt with adjoining 70-seat cock-
nge and 62-seat coffee shop, cap-
e flavor and atmosphere of a small Los Angeles theater of the early 1900's, brilliant with red carpeting in varying tones, black-brown booth and chair upholstery, dark mahogany tables, and antique wood-paneled walls centered with panels of beige and gold embossed paper. The Pavilion Restaurant glitters with three large crystal chandeliers, surrounded by antique-white wood paneled and mirror columns and pilasters. Complementing the soft gold carpet and champagne-colored tie-back silk draperies are antique white and gold chairs. There are also two private party rooms, the Eldorado Room and Blue Ribbon Room, both designed with beige silk walls, mirror panels, crystal sconces, and gold carpeting. Offices, on third, fourth, and fifth floors vary in design and color schemes, as does a conference room and an adjoining small private dining room.

The tone of elegance that pervades the entire Center is established first in the auditorium. Deep coral-red carpeting and coral seat fabrics on orchestra, loge, and balcony levels contrasts with the gold of the stage curtain, designed by Tony Duquette in a huge sunburst pattern in shades of gold lame and appliques of iridescent metal cloth, and with the gold-leafed sculptured acoustical canopy. The Founders Circle reflects the gold stage curtain in the carpeting and seat upholstery. Warm butternut wood paneling, crystal sconces front the auditorium, the rear portions are wall covered in a beige silk vinyl.

Suppliers: Furniture—American Seating, Dennis & Leen, Tony Duquette, Paul Dodds, Chairmasters, Prentice Co., Virtue Bros., Woodard. Carpeting — Karastan, Mohawk, Gulistan, Tai Ping, V'Soske. Wallcoverings—Vicrtex, Clarence House. Wall paneling—U.S. Plywood, Los Angeles Millwork. Lighting Fixtures, chandeliers—Carr Lighting, Dorner Div. of Lightolier. Onyx—U.S. Gypsum. Terrazzo—Northwest Tile & Terrazzo. Byzantine tile—Los Angeles Tile. Marble—Carrara Marble Co. Elevators—Otis. Draperies—Scalamandre, Clearance House. Acoustical Canopy—Ferguson Door Co. Sculpture—Thomas Hardy.















Photos: Julius Shulman

LOS ANGELES DEPARTMENT OF WATER & POWER

Karl C. Klokke, Albert C. Martin & Associates, Architect/Interior Designer

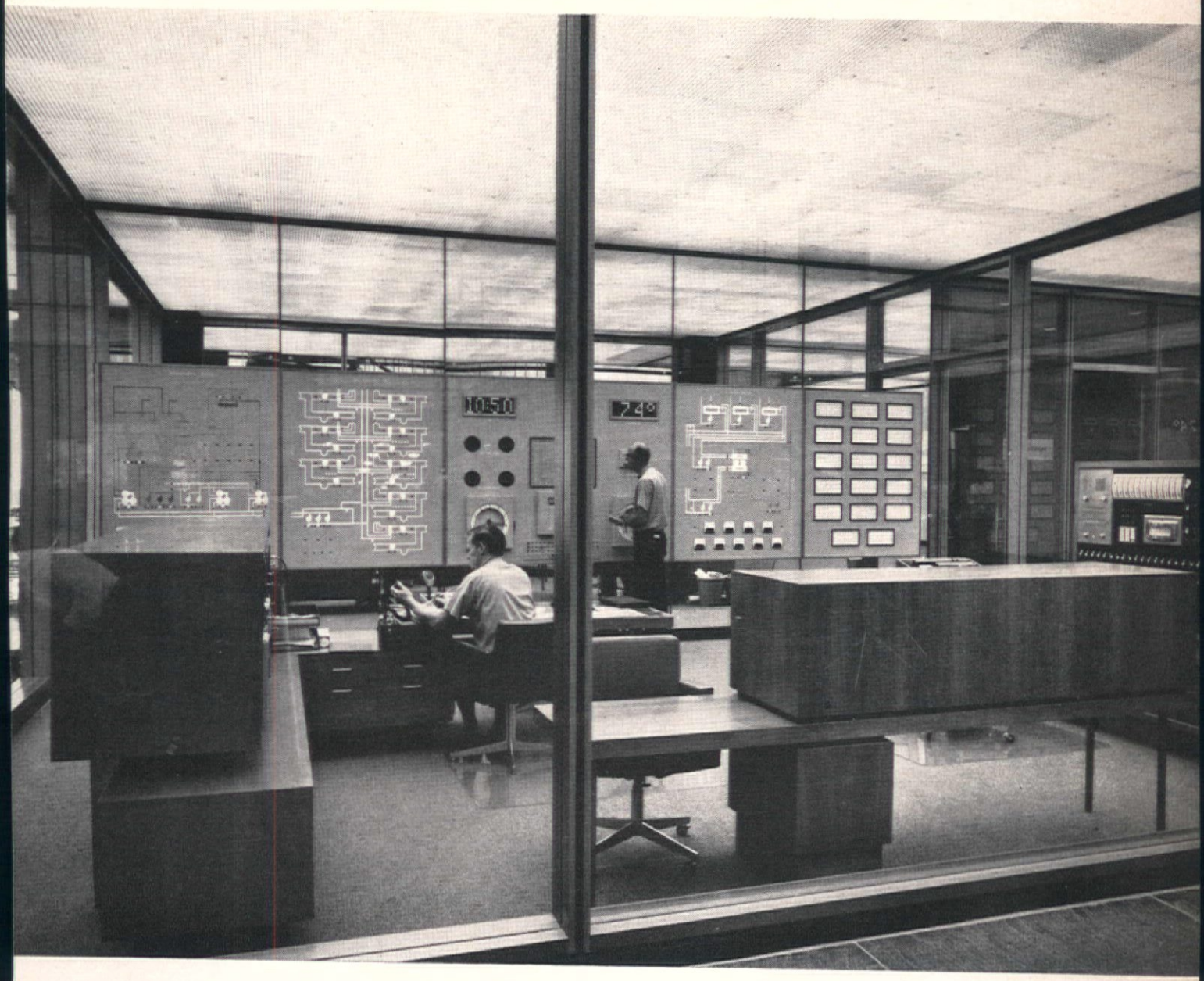
Rarely does a public utility building achieve landmark status, but most who have seen it agree that the Los Angeles Department of Water & Power general offices building earns that accolade. Situated on a 16-acre site at the crest of the Civic Center Mall, the headquarters of the nation's largest municipal utility represents an experimentation with new materials and techniques almost unprecedented in any commercial building, public or private. The $32 million, 1,683,000 sq. ft. structure, financed entirely by department revenues, is the largest commercial structure of any type in California, with a gross office floor area of 880,537 square feet and a heliport on the roof. An additional 812,000 sq. ft. is contained in the three-level adjoining parking structure. Upon its completion, some 3,200 employees were consolidated into the building from 11 different locations in the downtown area. Space is provided to accommodate a personnel of 4,300 by 1990. Situated on a site covering four city blocks, the 17-story building is 287 feet in height.

Impressive as these figures are, mere size does not qualify the structure as a true landmark on the Los Angeles scene. Angelenos point with pride at the building's distinctive design, impressive facade, and numerous amenities. Architects and engineers have cited it as a heartening example of the application of advanced design and construction techniques seldom found in a publicly sponsored facility. The building has a structural steel frame which is fireproofed. Exterior columns are finished in opalescent olive-black granite veneer, with wide horizontal canopies of off-white quartz mosaic. Exterior walls consist of heat-resistant glass set in aluminum frames. The two lower levels of the building, surrounded on three sides by the parking garage, are surmounted by a 350 by 625-foot reflecting pool which serves as a podium for the tower. Aside from its obvious beautification values, the reflecting pool performs a vital role in the environmental control of the building. The pool contains 1,200,000 gallons of water and the eight fountains, each 36 feet in diameter, contain 35-foot high fountain jets. More than 20,800 gallons of water are circulated every minute through the fountains. Thus, the primary purpose of the pool is to carry one-third of the air conditioning load in addition to providing an attractive architectural feature. Exterior canopies on the building, cantilevered beyond the exterior columns, serve as a continuous 15-foot overhang and further reduce the heat load on the air conditioning system.

Interior facilities are arranged around a central core complex containing mechanical equipment in addition to 20 elevators. Office space surrounding the core is completely flexible through the use of movable metal partitions, set into the modular floors and ceiling. In addition to offices and testing laboratories, the building contains a 500-seat auditorium and an 800-seat cafeteria. A new type of ceiling system integrates all environmental conditioning—light, air conditioning, circulation, temperature, and sound control. The system consists of an attractive and functional checkerboard of alternating acoustical panels and fluorescent luminaries, the latter acting not only as diffusers for air coming into the building, but also as exhaust devices. Other mechanical systems in the building are equally advanced.

A dramatic suspended spiral staircase (see frontispiece, p. 80) connects employee and guest lobbies on the first two levels of the building. Although the modular movable wall flexibility is retained in the executive office section as well as in the clerical employee areas, the former are carpeted, paneled, and furnished with contemporary settings utilizing top quality sources.

Suppliers: Furniture — Jens Risom, Knoll, Dunbar, General Fireproofing. Fixtures, Millwork — Hartmann & Sanders. Carpeting—Sallee. Acoustical tile—Armstrong. Lighting fixtures—Westinghouse.









BANKS *California: Superstate*















Photos: Richa

UNITED CALIFORNIA BANK

Dorian Hunter, Dorian Hunter Interiors, Interior Designer

Bankers have long known that most of their on-premises customers are women, but in the design and furnishing of their banking facilities in the past, have done little to acknowledge this fact. Now, a dramatic acknowledgement has been made by a major California bank, with the remodeling and redecorating of a large branch in the growing inland urban center of Fresno. Conceived as a woman's dream of what a bank should be, the branch not only is designed for women, managed by a woman, staffed exclusively by women, but also—logically—was transformed by a prominent southern California woman designer, Dorian Hunter. The distaff amenities she provided are many, and some are spectacular. Of course, bank officials were eager that the installation also be highly efficient. But beyond that, Miss Hunter was given carte blanche to remodel and refurbish, from top to bottom, to create the feminine image they had decided upon for this, one of 193 branches operated by the $3-billion-in-assets financial institution. Miss Hunter started with some major structural changes, which included reversing the layout of the bank to place the teller area on the vault side, partitioning to establish a conference room and seating areas in front and back lobies lowering of some ceilings to take away the barn-like appearance of the existing building, and the addition of an illuminated squiggle ceiling over the teller line, conforming all soffits with the molding motif. Her plan called for breaking the banking floor into distinct working areas and redesign of the building both to achieve a more comfortable interior and to overcome the stark modern atmosphere. She specified carpeting throughout, devised new window treatments, used all new furnishings, and finally, created new front and back entries with the addition of blue ceramic tile. With the building itself now suiting her purpose, Miss Hunter went on to accomplish the interior transformation in her designs and color schemes. Blue tones in varying shades and hues predominate.

Suppliers: Furniture — Erwin Lambeth, State of High Point, S. J. Campbell, Trouvailles, Edna Rymal Cox ler-Williams, Mount Airy, Baker, Miele, Costa Mesa, Velt, Desig Stendig, Shelby Williams, Kindel, Brown-Jordan, Globe, Colony Thinline, Gallo Iron Works. Carp Roxbury, Colonial, Duraloom, Wallcoverings—S. M. Hexter, Dun wards, Albert Van Luit, Karl Greeff, Nelson/Adams, Columbus Fabrics. Lighting — Wood Co., Lu Ceilings West, Carr Lighting. Lamp desca-Wilhoit, Chapman, Roma Originals. Upholstery materials — Kroll, Isabel Scott, Jack Lenor R. Stein, Maharam, UniRoyal Nau DuPont vinyl, Ferguson-Upright, Marion, Odenheimer & Baker. Dr curtains, blinds — Webb Textiles, cut, Odenheimer & Baker, Del M Accessories—Peter Pepper, Schlag Associates, Jon Peterson, Ebelin Co., Vomar, Haasbrock-Sonde Heath Co., Architectural Pottery, Leather Craft, Dapco Leather P Upholstery fabric treatment—3M gard, by Kiesling-Hess.

CON

ARINERS SAVINGS & LOAN ASSOCIATION

S Wilshire, Inc., Interior Designer

Welcome aboard—it's a friendly ship!" at pretty well describes the design- s objectives for this distinctive savings d loan installation in the affluent and ling-oriented seashore community of wport Beach. Minute attention to de- l to achieve the shipboard illusion, d in eliminating or disguising the de- cting cold and institutional features of ny financial institutions, are apparent. try is through imposing 12-foot doors wormy oak wood with brown glass nels, this wood chosen both for ap- rance and for resistance to the ocean nt weather. Inside, service areas are nds of carpeting with a boardwalk 8 inch hexagonal tile finished to look turies old at the time of installation. wall surfaces are textured, with vy burlap or natural finished wormy stnut paneling. Desks are custom-de- ned, with leather-textured plastic lam- e inlays in the tops, which are either my chestnut or walnut. All chairs are ered in a textured wool fabric. All s in the area have lamps with in- descent rather than fluorescent light- to provide a warmer ambience. oughout the main lobby area, subtle ssorization enhances the marine ne: old marine prints enlarged and hed with antique coloring, models of ng ships, a ship's bridge control sig- a bust of John Paul Jones, etc. In a ble attempt to conceal the coldness stainless steel vault door, all metal aces, including the hinges, were cov- with walnut, and a special wormy tnut and walnut spindle gate was de- ed to replace the standard metal vault gate. A special wood frame was built around the vault, to focus attention on it. The president's office and board room have chestnut ceilings and walls to create an aboard ship feeling. Floors behind the desk are walnut strips to further create the impression of a ship's decking and also to facilitate the easy movement of castered chairs. The president's and executive director's offices have walls of glass exposing them to the lobby area, which the designers intended to help create an impression of openness and availability to investors. But if privacy is desired, the officer presses a button at his desk to automatically close his draperies. All outside windows are covered with 12-inch high chestnut shutters with 2 inch slats to reveal more of the interior from outside when louvers are opened and offer precise control of interior light. The executive director's office has a walnut wood ceiling with recessed incandescent lights controlled by a dimmer at his desk, to achieve proper atmosphere. Chairs used in this office are traditional wing-back chairs. The employees' lounge is handled in the same manner, with shuttered windows and fabric-upholstered sofas—and as an extra touch in behalf of employee morale, each was provided by the designer with his own china coffee cup, with his name inscribed.

Suppliers: Furniture — Hickory Chair Co., Business Designs, Guy Chaddock Co. Carpeting — Bigelow. Fabrics — Boris Kroll. Accessories — Jo Mead Designs. Ceramic Tile — Handcraft Tile Co. Plastic laminate desk inlays—Formica.









Photos: Dean/Smith







Photos: Julius Shu







LYTTON SAVINGS & LOAN

Adele Faulkner, Interior Designer
Kurt Meyer, Architect

This is the kind of client every designer wishes there were more of: the president, Bart Lytton, is a noted patron of the arts, and insists that each installation in this growing network of savings and loan branches reflect the highest standards of design quality and artistic achievement. As part of the financial institution's main office complex, on Sunset Boulevard in the Hollywood section of Los Angeles, there is a public art museum and theater. And, while such amenities hardly can be included in each outlying branch, there is a strong emphasis on a reflection of the chief executive's interest in art and culture.

In the new Canoga Park branch, fifth installation for the statewide institution, this influence is strongly evident. Architect Kurt Meyer's outstanding concrete, steel, and glass structure has been acknowledged as a distinctive architectural contribution to the San Fernando Valley community's expanding retail and business complex—which also includes the noted Topanga Plaza, nation's largest enclosed-mall shopping center, located just across the highway from Lytton's new branch. And the interior designs of prominent southern California designer Adele Faulkner combine the requirements of a proper setting for the display of the work of leading California artists with those of a functional, low-maintenance savings and loan office. Miss Faulkner and her staff designed custom desks to fit the needs of each employee and selected upholstered furniture with an eye to lasting quality. Heavy-duty vinyls were used on the walls, thick custom-designed all-wool carpeting in greens and golds, custom-designed check stands and top quality coverings on both executive and stenographic chairs are all elements of her design. One area was set aside as a hospitality center where investors may enjoy coffee and cookies. For this area, a circular island of round, specially designed ceramic floor tiles is established, repeating the upraised circles in the carpeting design. Special refreshment service stands here have glass tops with ceramic tile inserts. Paintings by artists J Weeks, Shirl Goedike, Bryan Wilson, ser Feitelson, Paul Horiuchi, and Hultberg are included in the art co tion. Sculptors represented are Ber Rosenthal, Robert Thomas, Claire F enstein, and Bruce Beasley. Colors throughout are golds, greens, terra tas and other rich earth tones.

Suppliers: Furniture — Stow & D Knoll, Stendig, J. G, Globe-Wern Kasparian's, B. L. Marble, Ame Chair, Art Metal, General Fireproo Howe Folding Furniture, A-E Furn Co. Fabrics, upholstery—Knoll Assoc American Leather, Boris Kroll, Ste Kravet, Anton Maix, Isabel Scott, C Fabrics, S. Harris. Carpeting — Ed Fields. Furnishings, accessories — S Metal Arts, Laverne International, star, Leekley & Boz, Hundley Hard Witt Co., IDAA Designs, AMV, Inc., cor Mfg., Hollywood Bindery, Elz Stone Glass Co., Stoneware Designs, Scharff Designs. Signs, graphics mar Products.

TATE MUTUAL SAVINGS & LOAN

hn Weeks, Cannell & Chaffin, Interior Designer
ngdon & Wilson, Architect

hn Weeks' tasteful designs for this of- e of a major southern California sav- s and loan firm project this institu- n's community-oriented image beauti- ly and dramatically. An immense, ht-foot high, 40-foot long hand-loomed estry authentically portraying the nbolic life of early California is used a focal point for the entire installa- n, and sets the pace for an overall e of conservatism and solidarity. The e-inspiring work of art, believed que of its kind in size and scope in ifornia, if not the nation, was com- sioned to Mrs. Tessie Dong Smitly. lepicts the history of California up to time the institution first opened its rs in 1889. Many months of research ceded her first sketches and her final shed painting for form and color, ng with a collage for texture with a drawing presentation for detail and cifics. Oriental hand-loom artisans re- ed by Tempo-Asia Carpets of Los geles labored a full year to complete masterwork. Executed with 100 per- virgin wool yarns, this wall hang- employs 62 different colorings and a ety of textures ranging from ¼" low to 3-inch single ply shag, contrib- g to the three-dimensional effect on ous objects and figures depicted. Eight -size figures dominate the relief, each bolizing a different period of Califor- history. The tapestry is displayed be- the teller counters in the State Mu- office, and designer Weeks appro- tely used a severely plain and con- porary fixture design in this area, a neutral backdrop of natural-fin- d woodgrain paneling for the color- ful and impressive display. In the new accounts section off of the teller area, Weeks uses quality desks and upholstered seating, but keeps colors subdued, inasmuch as the tapestry is still visible from this area. A sofa in gold nylon fabric is the color highlight here. In the large board room, he maintains the conservative pace with a large walnut trapezoid conference table, and comfortable arm chairs in olive-toned leather. An Early American credenza surmounted by a large gilded American eagle provides decor interest. Color-coordinated linen wallcovering and alternating drapery panels in complementary colors are used. In the fourth floor reception area, a blue-green scheme is used, with heavily textured upholstery fabrics and floor-to-ceiling pleated draperies. On the fifth floor, the reception area scheme changes to warm tones of gold and orange, punctuated with dark green upholstery fabrics on lounge chairs, in a slightly less formal setting. With variations reflecting individual tastes, the same rich and conservative themes are carried through in officers' private offices. Large, contemporary executive desks in walnut tones, with black leather-upholstered executive chairs, visitor chairs in textured fabrics, and sofas with conservative brocaded geometric patterns are used.

Suppliers: Furniture — Jens Risom, G. M. Proctor, Martin-Brattrud, National, Richardson, Glenn of California. Wallcoverings—Van Luit. Drapery fabrics — Ben Rose, Anton Maix. Upholstery materials —American Leather, Pindler & Pindler, Clark & Burchfield, Boris Kroll, Craftex, Greeff. Tapestry mural — Tempo-Asia.







Photos: Jack Laxer



MEDICAL

California: Superstate





MEDICAL CLINIC, SANTA BARBARA

Charles K. Schmandt, Architect/Interior Designer

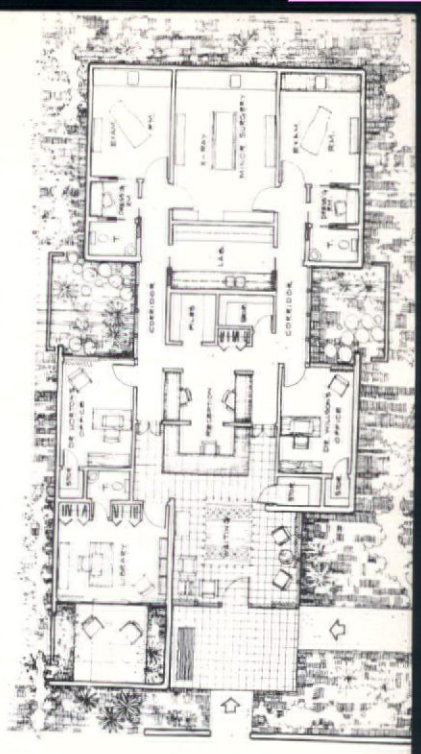
This distinctive medical office building—to all outward appearances a fine private residence—was created for the practice of two prominent Santa Barbara gynecologists, Dr. Robert Horton and Dr. Prentiss Willson. Working in collaboration with interior designer Richard Renga, architect-designer Schmandt solved several design and function criteria. The physicians desired to maintain their well-established practices and to continue to give individual and personal attention to each patient. Part of their intimate doctor-patient relationship was based on the fact that each doctor maintained his own staff and records independently from the other, so a duality of private facilities had to be incorporated in the plan. And an overriding consideration was that the building should avoid projecting any clinical image; the physicians felt their patients would be more at ease if treated in a residential environment.

The building is situated on the edge of a major medical/hospital complex in downtown Santa Barbara, adjacent to an older residential neighborhood, the corner site fronted by two residential streets, with a number of older trees on the property. In designing the exterior, every effort was made to make the new building blend in well, and to the extent possible, the trees were preserved. At the corner, adobe-textured stucco wall sections were placed at the property line to give the building the frontal appearance of an old Spanish courtyard, and carved wood panels were embedded in the stucco to enhance this feeling. The common entry/waiting room, patients' first contact with interior facilities, is rich in appearance and varied in textures with a slight European atmosphere. A quarry tile floor with a patterned area rug, redwood ceiling and wall paneling, and antique furnishings are blended. The reception desk is detailed with carved wood panels, as are several of the doors. Behind the reception desk are partitioned desk areas for patient consultation with the bookkeeper or the staff, separated and out of sight f the remainder of the waiting areas. O public and private areas are furnishe the same manner as the entry; w throughout, even in the examina rooms, are paneled in redwood and floors, with the exception of the wai room, are carpeted. Several private e courtyards—one off each individual tor's office and one off the library— screened and enclosed, permitting pri entry and exit by the physicians staff. The exterior of the building finished with an adobe-textured pla with wood trim stained dark oak. W screens enclosing the private courty are detailed to permit occupants of building to see out, without allowing exterior-to-interior view.

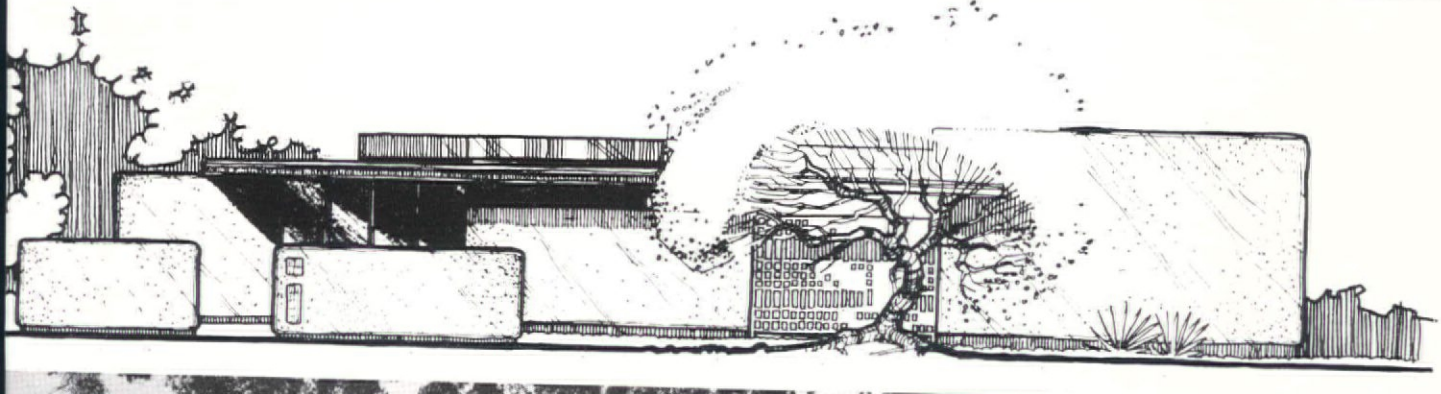
Suppliers: Furniture—Custom and tique, designed or supplied by Ric Renga. Drapery fabrics—S. Harris. Ca wood panels—Panelcarve, by Form Surfaces. Upholstery materials—UniR Naugahyde.

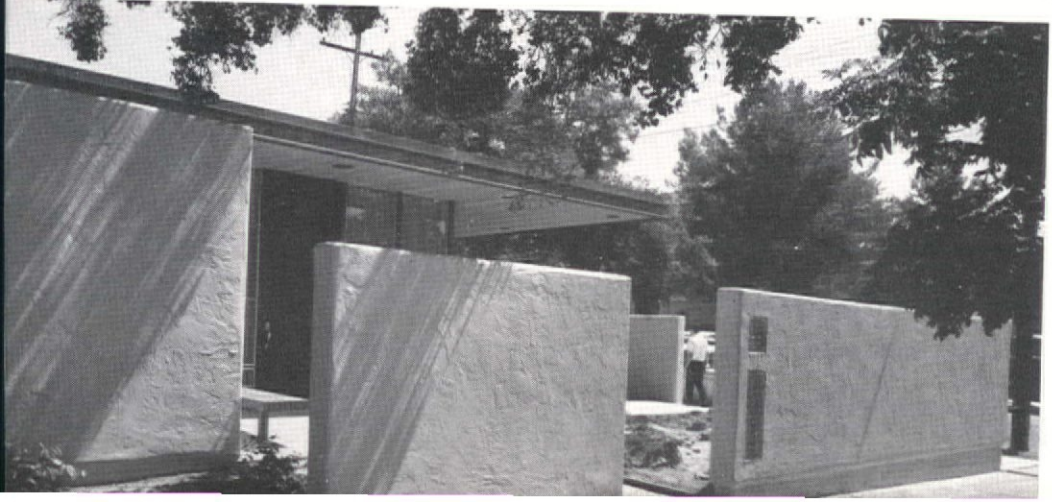












Photos: Julius Shulman





JULES STEIN EYE INSTITUTE, U.C.L.A.

Welton Becket & Associates, Architect/Interior Designer

A spectacular new addition to the medical building complex on the U.C.L.A. campus is this five-level, 83,000 sq. ft. center for advanced opthalmic education, research, and treatment, whose chief benefactor is the philanthropist for which it is named, the chairman of the board of Music Corporation of America. Jules Stein (an M.D. who years ago gave up medicine for music) specified that the Institute be unsurpassed as a functional center for the study of eye diseases, but that at the same time it be a truly monumental architectural addition to the campus Health and Science building complex. Under the personal direction of Mr. and Mrs. Stein, the Institute's library was paneled in 18th century hand-carved oak taken from an English castle and shipped to the U.S., where it was stripped, adapted to the shape of the Institute library, refinished, and installed. An adjoining multi-purpose seminar room, paneled in painted white pine of Georgian styling, was removed from the beach home of the late actress Marion Davies and installed in the Institute.

Main entrance to the building is on the east side through a frame faced with travertine. The main lobby ceiling is an oval dome framed in natural travertine supported by Portasanta columns. The same Portasanta marble chips were used in the terrazzo floor, and in a 3.5-inch border surrounding the perimeter of the oval-shaped floor. Overall, the facilities inside include a 60-bed hospital and an outpatient clinic that can serve approximately 2,000 patients a month. Three separate main floor waiting rooms serve children, clinic patients, and visitors. In the children's waiting room is a specially designed ceramic mural covering the entire south wall. The theme is Children of the World, from the popular Walt Disney exhibit at the 1964-65 New York World's Fair. The striking and colorful three-dimensional mural was created by artist Mary Blair, under the late Walt Disney's supervision. The clinic waiting room features couches of modular unit design, upholstered in calf-brown vinyl. There are three groups of four two-seat units, separated by stainless steel tables. Other waiting room fixtures are upholstered benches with alternatin and beige stripes, and woodgrain tables. The general waiting room nished with specially designed benches and Oriental lamps. Red santa marble is used on table an tops.

Several overall decorating plan been incorporated as a means of u the various functions of the Institu to provide ease of maintenance an itate replacement when necessary. for the Institute library and semin beautifully paneled as described no wood has been used in the building. Champagne tones domin third floor patient bedrooms, all o are the same size and shape. W covered with neutral beige viny burlap texture, with a comple natural stripe. All rooms have grain laminate-surfaced wall-hun ser-desk units and built-in pullm and night stands. Tables have ch tops with beige and coral trim. beige draperies in all patient ar

CON



Photo of ceramic mural: Tri-Ads

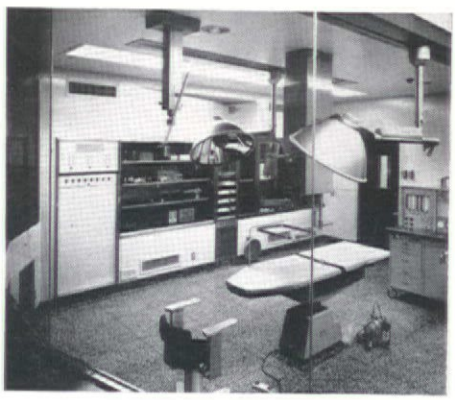




Photos: Marvin Rand







d floor administrative and clinic busi-
ss areas are fiber glass in simulated
tique satin design. Bedspreads have
en custom designed and manufactured
beige cotton-rayon with a two-inch
rder of darker, sandlewood trim, to
tch cubicle curtains. Other dominant
erior features include table lamps which
imported reproductions of antique
nze Chinese vases. Window shades
specially manufactured in the basic
ge drapery color.

ll professional desks are plastic
inate surfaced, most in walnut wood
in. Those located on the subterranean
evel are done in a champagne-colored
e with black tops, coordinated with
color of research equipment and up-
stery on that floor. Color schemes for
first, second, and third floors employ
ensive use of pink-beige with brown,
her-grain vinyl, coral, and a lighter
ge. Tables have red Portasanta marble
s. All doors facing corridors through-
the Institute are plastic laminate sur-
d, seven feet high, with transoms and
id panels. All exposed metal surfaces, including door and window frames, cupboards, counter tops, sinks, are stainless steel.

Red Portasanta marble has been installed at the elevator bays on all floors, framing the elevator doors and extending the entire width and height of the wall surrounding the elevators. On the third floor, there is a 3-inch ribbon of the marble in a rectangular design on the floor, about 8 by 16 feet. Elevators have all stainless steel interiors. Building wall-coverings throughout are almost exclusively the same burlap-textured vinyl used in patient rooms, the exceptions being in examination rooms used by physicians conducting private practice. Here, the wall covering is a herringbone-textured vinyl.

The second floor office of the clinic director features a wall-to-wall credenza in wood grain plastic laminate, repeating the overall theme of that material. All other offices, including the clinic administrator, faculty and staff members, secretaries, are similarly furnished. Beige wall tile is used extensively in recovery rooms, staff rest rooms, and lounges. Blue tile is used in the operating rooms and galleries, and exposed operating room equipment is covered with light blue baked enamel.

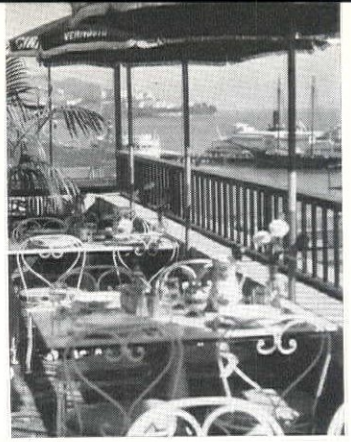
Dominant colors on the B level are champagne and black. Equipment tables, examination tables, lab facilities, and other research study rooms employ a champagne color in their plastic laminate fixtures, with black tops. All chairs are black vinyl. Flooring here is an easy-maintenance, black composition material.

Suppliers: Furniture, fixtures—Carson Johnson, B. Brody, Hill-Rom, Chairs Unlimited, Medford Mfg. Wallcoverings — Adams Vinyls. Marble—Carrara Marble of California. Ceramic tile—Gladding McBean. Upolstery materials — Adams Vinyls, UniRoyal Naugahyde. Terrazzo—Consolidated Terrazzo Co. Window treatments—Louver Drape, Inc. Draperies—Desley Fabrics, Gingerich Draperies. Doors, dividers—Valley Planing Mill of Van Nuys, surfaced with Formica plastic laminate. Bedspreads, cubicle curtains—India Handlooms Ltd.

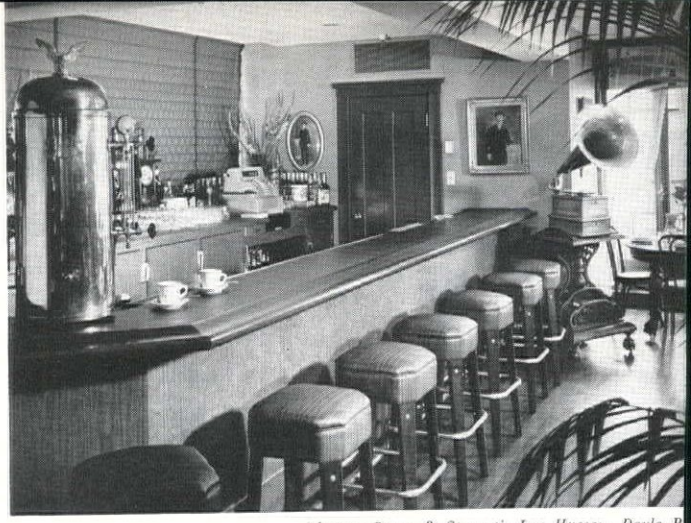
RESTAURANTS

California: Superstate









Photos: Stone & Steccati, Lee Hussey, Doyle P

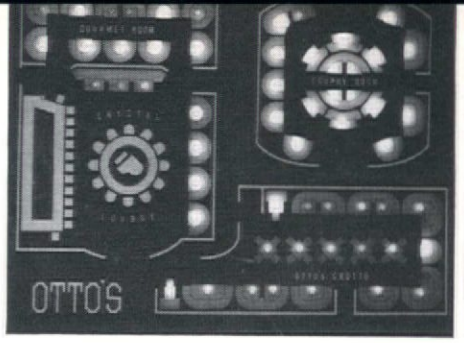


GIOVANNI'S RESTAURANT

Michael Vincent, Interior Designer

Perhaps the most carefully designed "u designed" restaurant in San Francis Giovanni's is a conversion of two br houses formerly occupied by the ma gers of the old Ghirardelli chocolate f tory. It is part of the dramatic rene of Ghirardelli Square, near San Fr cisco's famed Fisherman's Wharf. Ow Rena Nicolai, whose original restaur La Pantera, is a North Beach institut gave designer Michael Vincent very s cific instructions: Giovanni's must l exactly like an old Italian home, c verted by the family into a restaur and one on which no interior desig or decorator had ever laid a finger. cordingly, Vincent collected oddly ass ed old dining tables, hung Irish lace c tains on wood poles, used document late 19th century wallpaper patterns, dered carpeting with florid needlew borders, filled the bar lounge with d white wicker furniture set on Tur carpeting, added such touches as an bell-horn phonograph, family portr and giant potted plants. On the outc deck overlooking Fisherman's Wharf Alcatraz Island, are elaborately scr white wrought iron chairs with glass tables, and brightly colored umbrellas vertising a brand of Italian vermo Adding to the authenticity were gr ics for exterior and interior signs stylized old black lettering on a scr oval with antique gold background. undesigned restaurant has rapidly come one of the most talked-about di spots in San Francisco, and the ulti tribute to the designer's skill is that patrons go away believing it was an old Italian family home.

Suppliers: Furniture — Thonet. Ca ing—Duraloom, with special borde Starke. Wallpapers—Louis Bowen. L ing fixtures — Ruby Co. Antique Talisman Gallery. Lace curtains—F Carter, Greeff Fabrics.



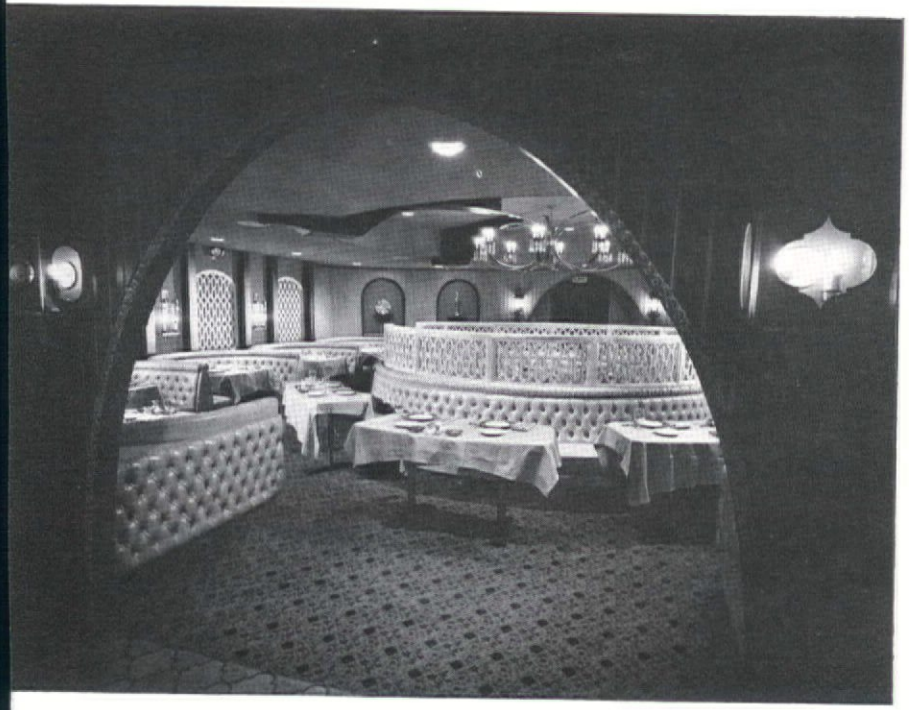


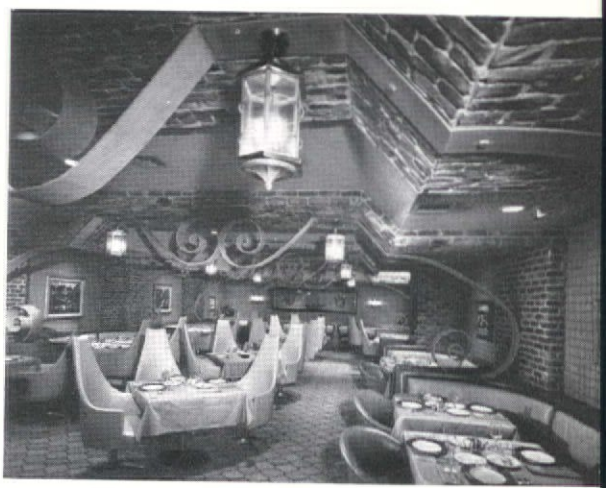
OTTO'S PINK PIG

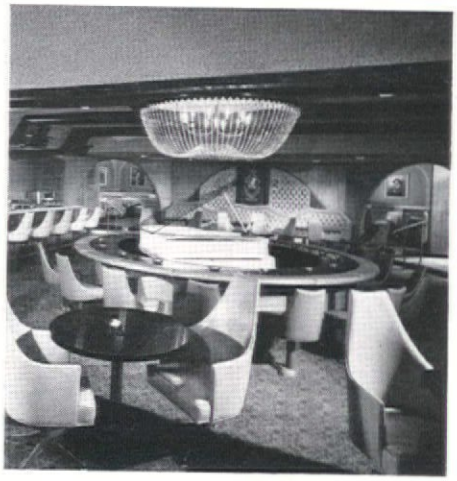
Contract Design Associates, Ltd., Interior Designer

When fire destroyed the original Otto's, ong a Van Nuys landmark, the prominent os Angeles design firm of Contract De- ign Associates, headed by Robert N. assovoy, was assigned the task of re- reating the old and familiar image of a erman restaurant with a zestful bier- arden atmosphere, while expanding and pdating it into a full-scale Continental estaurant as well. The original flavor f Otto's was captured in the new graph- s created: a merry, rosy-cheeked pig, ressed in waiter's vest and chef's tall hite hat, and carrying a covered serv- g dish. The symbol of jovial dining is ntained in a carved and scrolled oval, nd is carried through on menu covers, mblems on waitress and bartender uni- rms, matchbooks, business cards, sta- onery, etc. As executed for the build- g itself, the graphics are represented in three-dimensional, back-lighted wall aque, with the actual copper serving sh standing out. In executing the space an, the designer created three separate d distinct dining areas, a major cock- il lounge-bar, and a unique seafood buf- t near the entrance-waiting area. Otto's otto, with tiled floors, used brick walls, assive iron ceiling bands and lanterns, s the feel of a Continental wine cellar. nd the wine barrels built into a curved brick wall are actually functional, dispensing claret, rosé and chablis table wines. The Trophy Room is a more formal, elegant setting, and creative use of a circular upholstered seating unit, surmounted by an ornately carved wood grill, gives diners in this area maximum privacy without reducing seating capacity. The Gourmet Room is a smaller, more intimate room with large circular booths for privacy. The Crystal Lounge is contemporary and is dominated by a unique circular bar in the center with a platform on which the piano and pianist revolve, making a complete circuit every six minutes. The grand piano cover was specially made of half-inch plate glass, and as the platform revolves, it picks up dramatic reflections from the crystal chandelier overhead. The piano itself is a famous instrument, having appeared in several movies and television shows, and has a gold carved decorative treatment on a brilliant white surface. Heavy wood detailing over the back bar, flowing into ceiling beams, creates additional interest in this room. Throughout the formal dining areas and the Crystal Lounge, woolsuede felt wallcovering is used extensively, and it appears again in small half-inch strips between the applied panels in the entry and waiting area. In this area, the designer provided a unique amenity: a spectacular sea food buffet, to which patrons are invited to help themselves while waiting for a table. Focal point of the buffet unit is a U-shaped server in which the seafood display revolves slowly for an unusual and dramatic effect, and this is surmounted by an authentic tarnished brass Navy diving helmet, wired for decorative lighting. Other nautical appointments in this area carry through the Mariner Bar theme. In this turnkey installation, the designer also supplied a unique electronic maitre d'console panel, with a layout of the dining areas (above). Colored lights, controlled by the hostesses in each area, indicate the status of each table.

Suppliers: Furniture, fixtures—West Coast Industries, Hardman Cabinet & Fixture. Wallcovering—Woolsuede-Felters Co. Lighting fixtures — Wood Co. Carpeting—Gulistan. Upholstery material — Dupont, UniRoyal Naugahyde, Ford Vinyl. Pictures, frames—Martin Lowitz, Aaron Bros. Graphics—Ben Mayer Design.















CHARLEY BROWN'S

John Kieley, Fred Schmid Associates, Interior Designer
Richard D. Stoddard, Architect

The rustic contemporary exterior popular in private homes in southern California, with cedar batten and board siding interspersed with brick and precast cement shingles and heavy rafters, was adopted by the planners of Charley Brown's. Massive carved doors and iron lanterns are used at the entranceway. The foyer floor is used brick, and resawn cedar paneling and herringbone pattern used brick is evident on the foyer walls. Flame lighting is provided inside by gaslights in wall lanterns, a huge post chandelier in the center, a blaze in an oval fireside lounge, torchiers on the front edge of the food service counter, and candle lamps on the tables. The walls and ceilings are brown with red and verde accents in the furnishings. A bold carpet in three shades of red in the cocktail lounge and dining room provides the background for the warm browns in the booths and chairs, and for the verde greens in light fixtures, fireplace hood, and ceramic tiles. Conversation pieces include a foun tain that reflects lights from the flame and a massive wine barrel display.

Suppliers: Furniture, fixtures—Manc Metal Products, West Coast Fixture Co Ostrander, Johnson Plastic Tops, Chai masters, Shelby Williams, Hollywood Fu niture, Haasbrock-Sonderguard, Schaf Bros. Carpeting—Alexander Smith. Ligh ing fixtures—Hollywood Lighting, Ca Lighting. Carved doors—Forms & Su faces.

NORMANDIE CLUB RESTAURANT

Joseph M. Rosen, Allen Brothers, Interior Designer

The designer's assignment here was to take a long-established, luxuriously appointed restaurant and coffee shop and update it with modern fixtures and service facilities—without losing the image of classical luxury projected over the years by the original installation. Joseph Rosen retained elaborately scrolled panels of leaded stained glass on the rear wall—a familiar and impressive sight to regular patrons — and used this wall as a backdrop for circular booths in red vinyl which harmonize with the colors of the glass. On side walls, he replaced patterned wallpaper with antique mirrors and decoratively scrolled wall columns holding arches surfaced in a plastic laminate Spanish oak pattern. Above the arches, he used a frieze of deep red fabric topped with a cornice of baroque gold molding. The club's fleur-de-lis crest is represented in three-dimensional metal on raised panels between the mirrors' arches, and is embossed into the booth upholstery. A wainscotting of black plastic laminate topped with a wood rail completes the side wall treatment. For fast service counters, Rosen designed deep U's, with tops of a custom plastic laminate picking up the wall arch pattern, having a scalloped black inlay design on the service side, and a three-inch black border on the diner's side. Counter fron are surfaced with woodgrain lamina with padded knee rests in red plast and between them an unusual touch semi-circular tube lighting fixtures whi create a starlight effect along the leng of the counter. Overall, the space pl and design combines fast, efficient fo service in a setting of luxury, with co fortable booths and a sense of priva

Suppliers: Furniture, fixtures—Beel & Thomas, ChroModern Chair, Cro City Table, Paul Dodds Co., C.B.S. Fu niture. Ornamental moldings—Comp Craft. Plastic laminates—Formica. Mir walls—Commercial Interior Fabricators.

Photos: Eddie Hoff





AM RESTAURANT

ert Parvin & Co., Interior Designer
ldon Pollack, Architect

d! That's the only word which adetely describes this new skytop restant on Los Angeles' famous Sunset o, and usually first-time patrons say ing for an hour or so, until they e a chance to soak it all in. Scam, ch derives from the combined initials owners Steve Crane and Al Mathes, ke no other restaurant in the world— that's exactly the way the owners ned it. Operators of a chain of pop- Polynesian, French, and Italian resants in southern California, and the known group of seven Kon-Tiki aurants in Sheraton Hotels across U.S., the astute restaurateurs decided this one would be a combination of t was to reflect no particular culture uisine: just make it overwhelmingly c—a place that people will talk about come to see again, were the owners' uctions to the designer. Given free Parvin designers created a wild and ky blend of Polynesian, French, Italian, Spanish, British, Moroccan, African—name it. Located at the top of the Sunset Building with a great view the Los Angeles-Beverly Hills rama below, the restaurant hardly this drawing card, but it's included en the patrons get around to looking the windows. For, screaming out all sides are interior sights that deattention. Oriental lanterns, Polyn voodoo gods, leopard-upholstered s and chairs, monkey sculptures ng Spanish arches, heavy woodturnelaborately, even grotesquely carved ns, a blend of all of the colors of inbow with heavy emphasis on reds, al signal flags fluttering overhead, ns with plaster peeled away to exold brick, heavy arched beams, a of potted ferns, dangling baskets floral plantings, striped and tasseled es with ostrich feather plumes, etc. ame it; it's here. The fantastic rest is, as the owners hoped, a must- Los Angeles, and it is unlikely natives or tourists alike will ever Scam, the restaurant which defies otion, and therefore must be seen.

oliers: Furniture, fixtures — Genixture, C.B.S., Beverly Hills Rattan, Williams, Paul Dodds Co., Schafer Carpeting—Philadelphia. Lighting s — Hollywood Lighting. Woven blinds—Valley Hand Looms. Artplantings—Jon Peterson.







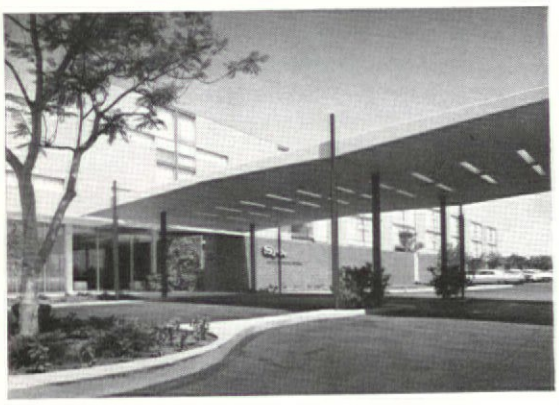
Photos: Tri-Ads











PALM SPRINGS SPA

Albert Parvin & Co., Interior Designer—lobby, guestrooms
Integrated Design Associates, Interior Designer—restaurant, banquet facilities
William F. Cody, Architect

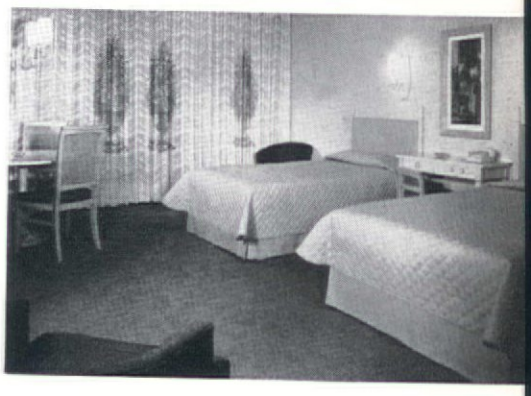
The creative talents of a prominent Western architect and two leading southern California contract design-supply firms were combined in the creation of this new $5.5 million luxury hotel in storied Palm Springs. Architect Cody's low-silhouetted contemporary exterior designs—including a dramatic covered promenade from a rear entrance—are an understatement of luxury and plushness, with Spanish overtones. An interior courtyard-swimming pool area with balconies and cabaña areas from guestrooms gives patrons direct access to the famous Palm Springs sun-and-water treatment, but with an element of privacy not found in most luxury hotels. Parvin's designs for the lobby and guestrooms carry through the contemporary Spanish atmosphere set by the building itself. Special carpeting with elaborate scroll patterns is used in corridors. Interesting upholstery textures in warm Spanish colors and heavy dark wood carved furniture bases and legs are used predominantly in the lobby. Carved wood dividers add to the feeling, but retain the Latin flavor. Integrated's designs for main dining area, the Agua Room, he the Spanish-Mediterranean theme, high-backed cane dining chairs, ca wood wall plaques, and brightly col tapestry wall hangings, and an inte ing canopied treatment of overhead l ing with suspended lanterns. Banquet combine luxury with flexibility, emplo pneumatic movable partitions to p area divisions of the rooms to ac modate groups of different sizes.

Suppliers, lobby and guestrooms: niture—American of Martinsville, Hi Chair, Ames Aire. Carpeting—Arch Holmes. Vinyl wallcovering — Colu Coated Fabrics. Lamps—Dellard. Fa —Orinoka. Bedspreads—American Ne craft. Artificial planting—Jon Pet

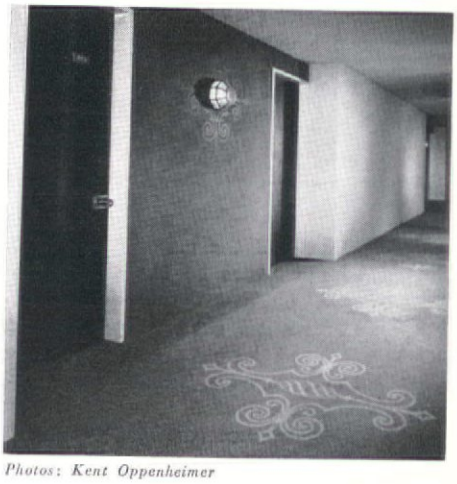
Suppliers, dining and banquet r Furniture—Shelby Williams, Custom ing. Carpeting—Angeles. Canopy and lighting—Dorner. Canopy fabric— Lenor Larsen. Wall plaques—Era I tries. Stitched tapestries—Eleanor Coppola. Movable partitions—Air Wa







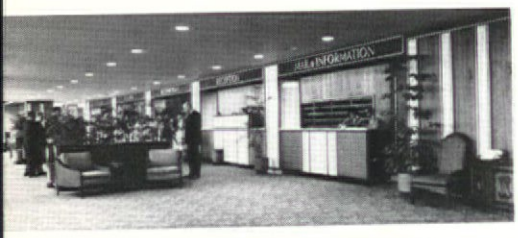




Photos: Kent Oppenheimer









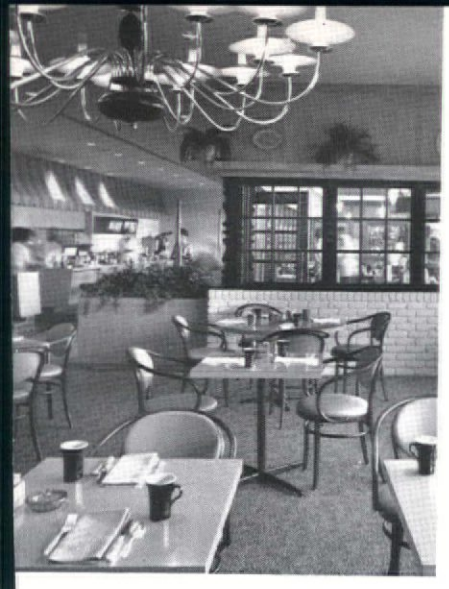


CENTURY PLAZA HOTEL

Donald A. Robbins, Western Service & Supply Co., Interior Designer
Minoru Yamasaki, Architect

What will the major international hotels of the future be like? Many knowledgeable observers feel that the Century Plaza Hotel, first major new luxury hotel to open here in a decade, offers some likely answers. The $32 million, 800-room colossus opened in mid-1966 as part of Alcoa's massive Century City project, with a grand premiere in keeping with its setting on six acres of the former 20th Century-Fox moviemaking lot. Since then, it has numbered as its guests important names in virtually every human endeavor. That it has been a successful commercial venture for Alcoa and for Western International Hotels as operator is undeniable. Perhaps more significant is the stimulus it is giving to the development of the rest of Century City; with a total of $160 million invested in the hotel, two multi-tenant office buildings, a shopping center, two 13-story multi-tenant office buildings, and two 27-story apartment towers now complete, Alcoa is projecting another $300 million worth of commercial and residential development on the site through 1973. Eventually, a working population of 20,000 and up to 12,000 residents are envisioned for the complex. Architectural innovations by Yamasaki include the basic design of the building as a curved slab, eliminating straight bowling alley corridors. He located the 32 commercial shops, indoor-outdoor restaurants, the massive 24,000-sq. ft. Los Angeles ballroom, and parking for 1,000 cars on a subterranean

to minimize conflicts between guest
partures and arrivals on the main l
and transient commercial and sp
event traffic below. As anchor t
Century City complex—which itse
polarizing much new commercial bu
activity in the adjacent area lying
tween Beverly Hills-Westwood and
Monica—Century Plaza in both arc
ture and interior design seems to
body some of the best ideas of th
and new worlds. In formal public
foyers, and ballrooms, there is a
to Continental elegance and style
sented by massive crystal chand
plush carpeting, rich-toned wall and
dow treatments, and elaborate ca







Photos: Julius Shulman







rk. Refreshment service in the main by itself is a return to a Continental tom. In the seven restaurants and s, ranging from the informal indoor-door Cafe Plaza to the darkly mys-ous and intimate Hong Kong Bar, re is something to suit every mood taste. Notable among these are Gra-a Grill, a Spanish-style restaurant n arched doorways and a central foun-; Garden Bar, with a light and open ifornia feeling; Westside Room, a sh nightclub-restaurant for stage ws and dancing; nine private execu-dining rooms adjacent to conference ms on the mezzanine level for cor-ate and political caucuses, and Ya-o's, an authentic Japanese sukiyaki house. Guestrooms have the amenities expected of a modern luxury hotel: top quality furnishings, color TV, room-wide balconies, built-in bars with ice machines and compact refrigerators in larger suites.

Suppliers: Furniture — Drexel, Cal-Mode, Allan Keith, Spencer & Co., Marge Carson, Vickers Furniture, Costa Mesa, Glenn of Calif., Brown-Jordan, Ritts Co., Thonet, Everett of Calif., Tomlinson, Hemco & Heller, Shelby Williams, Warren Meyerhoff. Carpeting — Mohawk, Stephen-Leedom, Barwick, Sallee. Carpet fiber — Creslan by American Cyanamid. Wallcoverings — Columbus Coated, Vicrtex, Stockwell Wallcoverings, Flexwood. Draperies — David & Dash, Cohn-Hall-Marx, H. M. Lazarus. Woven blinds—Webb Textiles. Drapery linings—Lite-Trol by Rockland Mills. Casements—Cohama. Lighting fixtures—Casella Lighting, Custom millwork—Standard Cabinet Works, Warren Meyerhoff, Williamson Cabinet, Cal Mode, Northwestern Showcase & Fixture. Lamps—Charles Co., Wilshire House. Hardware — Marshall-McMurray, Montgomery. Artificial plantings—Geller Originals, Jon Peterson. Planters—Williamson Cabinet, Architectural Pottery. Accessories — Martin Lowitz, Bill Meyer. Upholstery fabrics—S. Harris, Cohama, Kravet, R. Stein. Compact refrigerator units—Cervitor Kitchens with Parkwood plastic laminate tops. Signs—Design Direction. Canvas awning—American Awning.



WATER TREE INN

Sid V. Marks and Judy I. Marks, Marks Interiors, Interior Designers

Fast-growing Fresno, population center of the wine-and-oil rich central California inland region, also is the gateway city to Yosemite National Park, and during summer months has a great influx of tourists. At that time of year, virtually all of the city's scores of motels post the No Vacancy sign early in the day. But this is a highly seasonal surge, and when school bells ring again in the fall, it takes a very special motel to sell out its accommodations. Such a motel is the Water Tree Inn, a 105-room facility opened in January, 1966, on state highway 41, but well off the main north-south freeway artery. Almost from the first, regular travelers — salesmen, frequently visiting government people, etc. discovered the motel, and local residents began referring their visiting corporate guests to it. It has been an "in" place, and a solid commercial success, in an area with many longer-established competing hotels and motels. Within the architecturally distinctive building complex, including a connecting but separately operated restaurant, a feeling of luxury rarely seen in a commercial motel, and not always found even in deluxe resort motels has been provided. This feeling begins in the lobby, centered with a five-foot chandelier of coral and gold prisms and beads, which keynotes the basic colors for the striped carpeting. The walls are paneled in teak, adding to the Mediterranean styling of the commode, chairs, couch, wall mirror, lamp, and other appointments. A curved row of windows, affording a view of the interior courtyard and swimming pool area, is treated with walnut woven wood blinds for sun control, and trimmed with gold braid. Leading off from the lobby is a paneled galleria, where original oil paintings of Spanish and Old World scenes are displayed in carved wood frames, with individual gallery lighting on each work of art. Pottery with tall plantings adds interest in this area. Unlike many commercial motels, which may put on a good front but usually have stereotyped guestrooms, Water Tree Inn commissioned the Marks' to extend their design efforts into the 105 guestrooms. For these, the designer team created two basic decors—Spanish and Italian Provincial—in four different color schemes. The Spanish, or Mediterranean, rooms have basic schemes of olive green and rust, and the Italian suites are in peacock blue or gold, with white woods. All rooms have one wall of wood paneling and vinyl wallpaper on the others for ease of maintenance. All have a game table and chairs styled in keeping with the decor, with swag lamps overhead. Rugs are shag for a luxurious feel underfoot, and draperies are muted stripes, color-coordinated to the room. A decorative wood valance above the drapery matches the front of the dresser in each room.

Suppliers: Furniture — Furniture Guild, Beelner & Thomas, Republic, Pacific. Mattresses — Serta. Carpeting — Royalweve (Mand), Callaway. Lighting fixtures — Lighting Accessories. Lamps—Stern Lamp Co., Phyllis Morris Originals. Wallcoverings—Vicrtex. Wood paneling—Georgia-Pacific. Fabrics — Perle Youdene. Woven wood blinds — Del Mar. Television — R.C.A. Original paintings, frames — Hillside House of Originals.

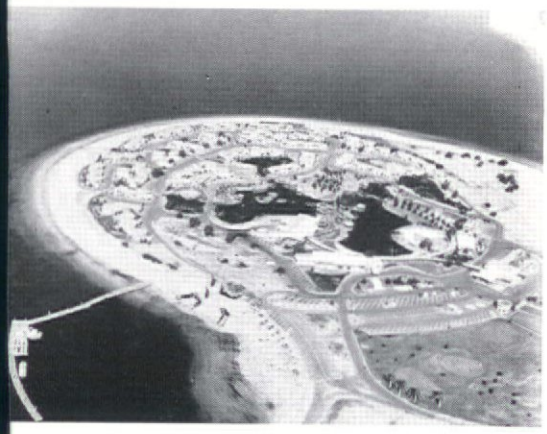
Photos: Herb Pols













CATION VILLAGE

nette Dyer Spencer, Richardson's Contract Furnishers, Interior Designer
nell & Chaffin, Interior Designer—additions
ncer & Lee, Architect

er continuing development as a ue South Seas get away from it resort hotel and convention center he midst of the burgeoning San Diego opolitan complex is Vacation Village. of the city's Mission Bay Park de- ment on 4,600 acres of reclaimed ands forming a peninsula which juts the famous bay, Vacation Village is undergoing expansions which will e it one of the major resort hotels e West. The original plan called for st stage of 150 distinctive cottages, 450 beds, each with its own patio and many with magnificent views across the bay. Other facilities are a convention and banquet hall seating 600, an outdoor amphitheatre, two restaurants, and a unique Barefoot Bar constructed under a mound of earth and fronting on a beach, near the boat docks. The complex has a network of lagoons, laced with footpaths and bridges through landscaped areas. The central complex of buildings has an unusual kiosk roofline design, with split red cedar shingles, adjoining the development's spectacular trademark—a 75-foot observation tower constructed of Oregon pine telephone poles with fabricated iron stair railings and surmounted by a dramatic metal sculpture of iron concrete reinforcing rods. This innovative application of a common material won an award from the American Iron & Steel Institute. When completed, the complex, adjoining an 18-hole golf course and other luxury hotels and motels in the development, and the Sea World marine life theater, will have nearly double its current occupancy capacity. The developer is Jack Skirball, movie and television show producer.

Suppliers: Furniture—Continental Metal, Gallo Metal, Richardson Furniture Co. Hanging light fixture — Feldman. Bedspreads—Cartier Mills. Draperies—Cartier Mills, supplied by Cassidy Co. Kitchen—Dohrmann Co.





Photos: Julius Shulman











Photos: Tri-Ads Co.



LA QUINTA COUNTRY CLUB

Albert Parvin & Co., Interior Desig
Jack White & Associates, Architec

Contemporary Spanish design goals w established by management of this country club in the desert resort comm ity of La Quinta, near the Palm Spri Palm Desert spa areas. As an extensio an old Spanish-style hotel on the s property, the new club must blend the old and at the same time offer temporary amenities and style. To ach the desired effect, Parvin designers se on a color scheme of gold, bright o and off-white, with beams, ceilings, architectural woodwork given a weath stain and overglaze treatment. Becaus its remote location and seasonal fluc tions in members' use of the facil considerable flexibility was demande the space plan. In season, when groups can be expected, both the dining room and the cocktail lounge be opened through the use of spec designed screens. For smaller group diners, the cocktail lounge alone ca used. Special Spanish-style furni lighting fixtures, and decor were desi for the installation. In another innova a special carpeting was designed wi 36-inch decorative border for the tail lounge, to achieve area separatio tween the lounge and the main d area and avoid the appearance straight-through commercial carpetin

Suppliers: Furniture, fixtures—Her Di Lucca, Henredon, Fine Arts, Dessauer, Shelby Williams, Artes de ico. Carpeting—Cabin Crafts, Phil phia. Chandeliers—Artes de Mexico. pery, upholstery fabrics—Brunschw Fils, West Coast Trimming. Cur shades—Cohama. Draperies—Quainta

EL REY YACHT CLUB

loward Hirsch & Associates, Interior Designer

reating a club for a group of yachtsmen ho are basically casual and relaxed dur- ig the day, yet who plan elegant and stive evening dinners and parties, poses ie problem of multiple use of space. In is case, Howard Hirsch's approach was use a subtly nautical theme, but to xecute it with refinement and sophisti- tion. The desired effect was achieved ainly through the use of versatile ma- rials, lighting, and details. Natural oods, handsomely detailed with nautical tings; colors and fabrics that are rela- vely lighthearted by day but which ften to subdued and blending elements night. A sparkling carved wood and ass chandelier with hurricane glass ngs in the stairwell. The cocktail lounge ckbar features an unusual map mural artist Dale Clark made of old nails— proximately 120,000 in the three-panel ural, in different sizes and colors—repre- nting the southern California coastline d Catalina Island. Shelving units are k turnings with brass fittings, as are r armrests, reflecting the nautical theme. ecial cocktail tables, with an inlay of e club's emblem, are used with rattan ptain's chairs in the lounge area. The ning lounge is more formal, but still eps the theme with captain-style up- lstered chairs.

Suppliers: Furniture, fixtures—McGuire, elby Williams, Roloff, Kasparian, Knoll, bu. Carpeting—Magee. Fabrics, draper- —Jack Lenor Larsen, Webb Textiles, Harris. Upholstery materials—Jack nor Larsen, UniRoyal Naugahyde. hting fixtures—Feldman. Floor tile— ybrick. Murals—Dale Clark.







Photos: Marvin Silver









THE BEVERLY HILLS CLUB

Charles J. Aufferth, Interior Designer

Geometrically carved entrance doors, the introduction to this renovated exclusive private club, keep with the Spanish origin facade of the building. Two Spanish wrought iron lanterns flank the doors which are surmounted by the club crest of glazed ceramic tiles in color with overlay of gold. Lobby furnishings combine classic Spanish and Italian furniture covered in antique green velvet; the all wool red carpet has a custom Nordic Lights design. Walls are two-tone gold vinyl; wall decor consists of two imported baroque carved wood and gold frames with mirrors. Additional mirrors, chandeliers, gold and white striped vinyl upholstered dining chairs, gold metallic vinyl upholstered booths, and black and bronze cocktail tables are found in the main dining room and bar. The Men's Grille is carpeted in three-tone all wool green, with walnut wainscoting and green grasscloth vinyl on the walls, and Roman plaque wall decor. The One-Twenty Room for banquets has crystal ceiling fixtures and sconces, off-white and metallic handwoven draperies. The Roxbury Room has walls of zebra wood paneling, booths and arm chairs in textured vinyl.

Suppliers: Furniture, fixtures—B. Brody, Brown-Jordan, Clark & Burchfield, Chairmasters, Inc., Schafer Bros., Shelby Williams, Stylecraft, Tea House Tables, McLean-Wasser, Wilcox Decorative Plastics. Carpeting—Gulistan, Angelus Carpeting. Fabrics, draperies—California Woven Fabrics (Kamola), Maurice Kepp, Webb Textiles. Upholstery fabrics and materials—Scalamandre, Clark & Burchfield, Adams Vinyl, Ethel Rynal Cox. Wallcoverings—Fine Arts, A. B. Boyd, Vicrtex, Robt. Crowder. Lighting fixtures, chandeliers—Robt. Crowder, McLean-Wasser, Lightolier. Umbrellas—Troy Sunshade. Planters—Stoneware Techniques. Custom wrought iron—Beverly Metal & Iron Works. Carved doors—Styles Espana. Sculptures—Vestri Studios.





Photos: Don Milton

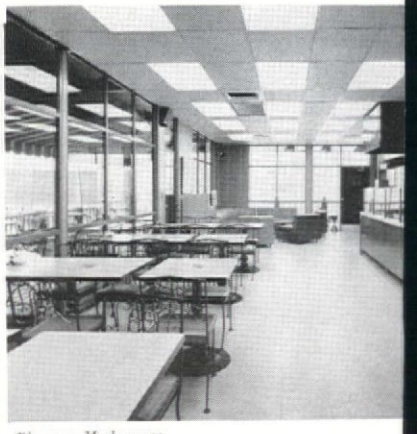
WOODLAND HILLS TENNIS CLUB

Ed Krause, Dohrmann Co., Interior Designer

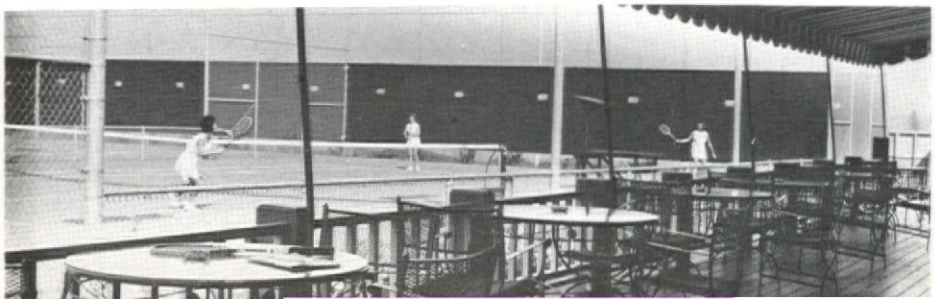
Bright, sprightly, contemporary lines accurately reflecting the sport are evident in the furniture designs and selections made for this tennis club. A Dohrmann Co. design team co-ordinated by Ed Krause created both interior and outdoor settings to match the personalities of the young, on-the-go set that comprises the club's membership. Special poolside furniture incorporating the club's script graphics and crest were designed, in both chair and lounge styles, with canvas backs and seats. This is intermixed at poolside with open web vinyl and metal outdoor furniture, matching tables, and multi-colored striped sun umbrellas. Distinctively styled wrought chairs with cushion seats, with a Spanish-oriented base motif, are used at complementing wrought tables with glass tops, on an awning-covered deck overlooking the playing courts. Just inside, in the cafeteria-style snack shop, more formal metal furniture is used, and in one corner is a conversational grouping of upholstered benches and chairs around circular coffee tables. Dohrmann, a complete hotel and food service design and supply house and a subsidiary of the Parvin-Dohrmann complex of contract companies, also furnished steel lockers, chinaware, glass, silver, bar equipment, and display cases for the clubs pro shop. The main dining room is more formal, with richly upholstered contemporary dining chairs on ball casters for ease of re-arrangement, at square dining tables with carved pedestal bases. For variety, some floral print upholstery fabrics are used on high-backed, low-armed chairs.

Suppliers: Furniture—M & J Mfg. Co., Monterey Furniture. Outdoor furniture—Mallin Co. Sun umbrellas—California Sun Master. Carpeting—Cabin Crafts. Lamps—London Lamps. Draperies—Morrey's.





Photos: Modernage



DESIGNER PROFILES

Welton Becket & Associates

os Angeles Music Center
les Stein Eye Institute

elton Becket, FAIA, president of Welton ecket & Associates, Los Angeles, entered e practice in 1929. He formed a partner-ip with the late Walter Wurdeman in s Angeles in 1933, and in 1950 estab-hed his present firm. That year he re-ived an honor award from the VII Pan-merican Congress of Architects for the udential Insurance Co. building in Los ngeles. He was recently appointed to e U.S. General Services Administration's visory panel on architectural services the California-Nevada-Hawaii region. s firm was part of a joint venture of hitects and engineers for the new Fed-l office building in Los Angeles which ed GSA nearly $10 million in construc-n costs. With offices in Los Angeles, n Francisco, Houston, and New York, firm, which has pioneered the total ign concept of interior-exterior plan-g, has received 92 design awards.

William L. Pereira & Associates

cidental Center

s internationally known architectural design firm (its chairman, William Pereira, FAIA, having been featured a Time cover story in September 3, and described as one who "orche-tes vast areas of wilderness with es, villages, farms, and forests to serve needs of men") has been responsible many landmark buildings in southern fornia. Among them are CBS Televi-City, Marineland of the Pacific, and Angeles International Airport, in ad-on to Occidental Center in downtown Angeles. Maintaining complete in-or space planning and design staffs, well as architectural and engineering, firm is among the few in the West of-g fully integrated design services. Gin Wong, FAIA, a partner, director of ning and design, and project director Occidental Center, has been associated Pereira since 1950, after a distin-ed career as chief designer for an-r major architectural firm. Ten of the lings he has designed have been se-d for special honor by AIA.

rles K. Schmandt, AIA

cal Clinic of Santa Barbara

e in architectural, design and plan-circles in the Santa Barbara area 0 years, Charles K. Schmandt re-y opened his own architectural-n office there. Previously he was a partner and vice president in the firm of Cooke, Frost, Greer & Schmandt. While with this firm, he had principal design responsibilities for a number of residential,



commercial and professional buildings including, in addition to the distinctive medical building mentioned, an executive office building and restaurant for the Sambo's pancake house chain, El Dorado office building, Village Green condominium apartment project, Montecito YMCA building, Presidio Motel, Bray's 101 restaurant, and the recreational park for the city of Ojai.

Adele Faulkner & Associates

Lytton Savings & Loan

Characterizing her designs as being possibly most notable for their fearless approach to color, Adele Faulkner is considered by her peers to be among the trend-setting designers in southern California. After serving as a staff designer for other firms, she started her own studio in a $25 a month shop in Brentwood (West Los Angeles) and now maintains



a studio in her own building on North LaCienega, in the design-furnishings showroom section. Long active in AID, she served twice as president of the southern California chapter, and is presently national membership chairman. She was the first woman in southern California to be designated a fellow in AID.

Albert C. Martin & Associates

Los Angeles Dept. of Water & Power

A structure of such massive size and complexity as the Los Angeles Department of Water & Power building in southern California, and winner of an AIA honor award for its design amenities is obviously created as the result of a tremendous team effort. However, there is always one man at the apex of the responsibility pyramid in such major developments, the one man who is responsible for seeing that the architect's concepts for the project are translated into reality. In the case of this tremendous undertaking, it was Karl C. Klokke, director of design for Albert C. Martin & Associates. He has held similar responsibility for such other recent Martin projects as the Thompson-Ramo-Woolridge space technology laboratory complex and research park, Mission Valley shopping center in San Diego, St. John's Seminary College, and Los Angeles Orthopedic Hospital complex, all since 1962. From 1957 to 1962, he was chief designer on an equally impressive list of commercial and institutional projects. He served as staff designer, 1955-57, and as a job captain assisting in the development of architectural drawings for hospitals, office buildings, and a large medical center, 1952-55.

Paul Laszlo Design

McCulloch Corp. executive offices

For over a decade, the name of Paul Laszlo has been identified not only with good design in the United States but more importantly, with design that is far ahead of its time. His residential, commercial, and institutional work, which dots the countryside, is frequently studied by other designers for indications of what is to come in the future. Although he chooses to retain only a small staff—architect Don Bartels, designer/partner Fritz Eden, and design consultant J. H. Duthie, and insists on personally supervising every project, the scope of Laszlo's work is amazing, ranging from major department stores and private residences to executive offices, race track complexes, and bomb shelters. To each design, Laszlo seems to bring a new approach. Laszlo designs are notable for their lack of stereotypes, and while setting trends for the future, nonetheless stand the test of



time from a functional standpoint. A perfectionist by nature, he refuses to take projects on deadlines which are too tight to please him, and insists that no installation is complete until he, personally, is satisfied.

Keith Hutchinson/Design

Chapman College Library

Although noted for his many recent aca-

demic building interiors, Keith Hutchinson's design abilities and interests run much deeper and include furniture and industrial design as well. He now designs furniture and components for several national producers. Since establishing his own design studio in Newport Beach nearly five years ago, he has completed



such jobs as the Aerojet general corporate headquarters offices in El Monte, the Danny Kaye penthouse in CBS Television City, Hollywood, Pioneer Savings & Loan, Huntington Beach, Wilshire Blvd., Los Angeles. University and college building interiors include several on various campuses of the University of California, Citrus College library, and Chapman College library. Prior to establishing his own practice, he worked as a design associate with Welton Becket & Associates.

Saphier, Lerner, Schindler, Inc.

Dillingham Corp.

More than 100 million square feet of commercial space for leading business firms, institutions, and government agencies have been planned and designed by SLS. Particularly active in commercial interior design, the firm also specializes in product and package design, graphics, and exhibits. In recent years the amount of in-work SLS projects at any given time has never fallen below the four million square foot level. Michael Saphier is founder and chairman of the board of the company; Lawrence Lerner is president; Bernard Schindler, senior vice president. Additional staff is maintained in headquarters in Los Angeles, San Francisco, Boston, and Chicago.

Jack I. Martin

Challenge-Cook Bros., Inc.

Now head of his own design office, Jack I. Martin has been practicing art in southern California since 1950. For five years, he worked on store display and interiors for a major department store chain, then joined the staff of Albert C. Martin & Associates, initially as a specialist in department store interiors for May Co., a Martin client. Eventually, his assignments with this firm included many other types of installations, ranging from executive offices to schools, hospitals and dormitories. He formed his own



interior design firm in Pasadena in 1964, and has since designed a wide range of offices, schools, and other commercial/institutional interiors for major clients throughout the state. Recently, he has formed interior design consultancy relationships with architectural and engineering offices, enabling them to offer totally integrated inside-out planning and furnishing designs to clients.

KS Wilshire Inc.

Mariner's Savings & Loan

KS Wilshire Inc., Los Angeles, originally accepted office, hotel, motel, club work, currently concentrates on garment showrooms, offices, and banks. Until 1959 there were only three members of the firm—





two owners and one employee. Gene Adcock, whose background was in office interiors, bought one-half interest in the firm, and the company now has 20 employees including an architect, contractor and graphics department. Designers control their own job from interview sessions to final installation, all work is obtained through referral, and total packages are provided for almost all jobs.

Albert Parvin & Co.

Palm Springs Spa
SCAM Restaurant
La Quinta Country Club

Operating as one of several subsidiaries of the Parvin/Dohrmann Co., a multi-faceted parent organization which traces its origins back to 1850, Albert Parvin & Co. epitomizes the complete one source contract planning-design-furnishing house in the West. With the opening of the new $8 million, 200,000 sq. ft. Robertson





Plaza showroom-offices complex this year, the firm also became part of the major furnishings showroom centers in the West, as well. Albert Parvin & Co. subsidiary, founded by the Parvin family, had its beginnings in Chicago over a half century ago. In 1946, operations were moved to Los Angeles. Dohrmann Hotel Supply Co., emerging from a company established originally in San Francisco 117 years ago, had over the years acquired a number of companies in the hotel supply and home furnishings fields. When the two long-established design-supply houses were merged fo form Parvin/Dohrmann Co. and its subsidiaries in 1963, one o the giants of the furnishings industry wa formed, with annual sales totaling $44.7 million in 1965, and estimated at wel over $50 million now. Chairman of th board for Parvin/Dohrmann Co. i Harry A. Goldman. President and chie executive officer is Albert B. Parvin. Ke operating and design executives for Albe Parvin & Co. subsidiary include Norris J Goldman, executive vice president; Jame Irwin "Bill" Yates, vice president i charge of design; Harry McCague, direc tor of design; and Wayne G. Pippin, AIA director of planning.

Dohrmann Co.

Woodland Hills Tennis Club

Dohrmann Co., a Parvin/Dohrmann C subsidiary, and long-established hotel an restaurant supply company in the We began offering a complete interior desig furnishings service along with comme cial kitchen engineering about two yea ago, and has since logged a number notable restaurant, club, and hotel insta lations. Project coordinator for the Woo land Hills Tennis Club was E. A. Kraus who began his career in the contract fu



nishings field in 1960 with Bark Brothers in Los Angeles. While with t company, his installations included su projects as the student lounge and rec ation room at Pasadena City College, t Sheraton Marina Hotel, and the Edg water in Goleta.

Allen Bros.

Normandie Club

Long-established as a major contr furnishing-design house in Los Ange Allen Bros. dates back to 1918. A vete in the field and with the firm is Jos M. Rosen, director of interior design. recent years, Rosen's projects have cluded dormitories and main lounges Upland College, a series of medical dental buildings and motels, many c valescent hospitals, several mortuar swinger apartments called the Blue P ther for young single adults in Van Nu and a conversion of a U.S. Navy mi sweeper, from stem to stern, as a pleas yacht. An all-around designer, Rosen been particularly noted as a creative



custom-pattern plastic laminates on tom-designed fixtures and tables in his aurant and club jobs, to give them a inct personality.

ed Schmid Associates

rley Brown's

ionally known specialists in the plan- and design of food service facilities, l Schmid Associates was formed in , following Schmid's distinguished ca- with major chains involved in the , including 25 years with Albert Pick of Chicago. In 1955, Schmid was one he prime movers in the formation of Food Facilities Engineering Society, a essional organization in the field. John ey, vice president in charge of design





he firm, has created interior plans designs for many leading hotels, de- nent stores, cafeterias, airport term- facilities, and clubs throughout the ry. Three top design awards were in this field in 1966, for Charley n's in Marina del Rey, Carvey res- nt and cocktail lounge, in a contemp- English theme, in the Seattle air- and for Putsch's Cafeteria in a Wil- burg theme, in Kansas City.

er Landor & Associates

boat Klamath/Walter Landor offices

nternationally known industrial de- firm currently employing a staff of than 80, was established by Walter r in San Francisco in 1941, with iginal staff of four. Landor located e Bay City after pioneering the ce of industrial design in London.



umbrella title for his multi-faceted /research organization, Landor uses me Visual Communications Cen- h unique offices on the Ferryboat h at Pier 5 in San Francisco. The of the organization has broadened ackage and product design and te image planning to the design visual projections of a company advertising. The firm serves clients out the Americas, Europe, Asia, rica, and has received more than rds for outstanding design in such diverse areas as cigarette packages, electronic equipment, and corn flakes boxes.

Howard Hirsch & Associates

Del Rey Yacht Club

In his approach to contract designs, Howard Hirsch visualizes the designer's role as that of a merchandising specialist who must relate his work to the client's needs which, in most cases, is to provide a commercially successful solution to attract an available market and even to generate new markets. Active in the contract design field for 12 years, Hirsch formed his own firm in 1964 in Beverly Hills, and now specializes in hotel, restaurant, and club design. Prior to this, he was vice president and director of design for Integrated Design Associates in Los Angeles. His firm recently opened a branch office in Hawaii. Other Hirsch designs are scattered throughout the U.S.

Regency Row

Kama Sutra Record Co.

Forming Regency Row just seven years ago, the husband-wife design team of Jack and Louise Klotz has since compiled an impressive list of commercial/institutional design credits. These include multi-unit apartment complexes, banks, a



Mexican tourist office, convalescent hospital, major portions of a current reconstruction program at Loyola University, stock brokerages, a Catholic monastery, studios for a radio station, executive offices and restaurants. In the past year, a unique project involved design and furnishing of a recreation room aboard the U.S.S. Bennington, a Navy aircraft carrier. Jack Klotz's architectural background is evident in designs which incorporate structural modifications in renovation jobs. Louise Klotz, in her teens a ballet dancer with the Metropolitan Opera in New York, received her early design training as a furniture designer for a custom furniture maker in Los Angeles, followed by two years on the contract design staff of C. Tony Periera before joining her husband in establishing Regency Row.

Noal L. Betts Designs

Federal Deposit Insurance Corp.

Strict order of design and functional spaces are the criteria on which Noal Betts bases his designs. Currently working on offices for the Federal Deposit Insurance Corp. in all major cities of the country, in a contemporary design exemplified by the San Francisco office, Betts also designed a bronze mural for an FDIC building in Washington, D. C. He has an extensive background in design, having taught interior design at the University of Utah and headed the interiors department of architect John Carl Warnecke, San Francisco. In addition, he has designed fabrics and wallpapers and has a reputation as a watercolorist as well as designer.

Marks Interiors

Water Tree Inn

Judy I. Marks, NSID, and Sid Marks have practiced interior design in Fresno for 20



years. Starting with residential work, the firm has grown with the city, and within the next six months will be moving into its own 6,000 square foot building with showroom, warehouse, and offices. In addition to many major apartment houses in the area, the firm does restaurants, offices, banks, lobbies, and recently completed the new Volkswagen agency, lobby of the Downtown Motel in Stockton, and the 105-room Water Tree Inn. They are now working on a 32-room addition to the motel and 100-unit apartment house.

Charles Aufferth

Beverly Hills Club

Charles Aufferth is an internationally known interior designer noted especially for luxury installations in top hotels, but certainly not limited to this specialty. He was a charter member of the original Frank Alvah Parsons classes in New York City, now international in scope, and



served an apprenticeship with J. & R. Lamb Ecclesiastical Studio there.

Dorian Hunter Interiors

United California Bank

Acknowledged to be among the top professional interior design studios in south-

ern California, Dorian Hunter Interiors was founded in Fullerton (Orange County) in 1962, and incorporated in 1964, with Miss Hunter as president and sole stockholder. A staff of several designers, including Miss Hunter, have worked on such diverse commercial/institutional in-



teriors as country clubs, banks, hotels, restaurants, medical clinics, men's and women's clothiers, convalescent homes, medical and law offices. Among major future projects on the firm's drawing boards is a space plan and interior designs for Brashears Center in Fullerton, to be the largest business center complex in the county, totaling more than one million square feet and including a 25-story tower building, hotel complex, and related services.

Integrated Design Associates, Inc.

Palm Springs Spa

Founded in 1956 by Richard Kramer, Integrated Design Associates' work reflects the founder's philosophy of a total design approach, which not only aims at functional and esthetic goals but also "creates settings in terms of human needs." Well qualified to approach design problems with both of these criteria in mind,



Kramer has been an interior designer and food services consultant for more than 20 years, studied art, architecture, and interior design—plus applied psychology. While the firm stresses its food service facilities, it is by no means limited to such installations. Hospitals, hotel and motel public areas and guestrooms, complete planned communities, model homes and apartments, shopping center malls, executive and stock brokerage offices have been among recent completions, as well. Vice president and director of design Kiyoshi Nishimi has been associated with Kramer since the inception of the firm.

Ferne Irwin & Associates

First American Title Insurance & Trust

A recognized pioneer in the art of contract design in southern California, and trainer of noted designers who have gone on to open their own offices, Ferne Irwin, AID, established her own design firm in Santa Ana in 1938. Since then, her clients have numbered in the hundreds, and her work has a reputation for an ability to project an image of quality and dignity, preferred especially by clients in the financial, insurance and related fields.

Western Service & Supply

Century Plaza Hotel

As senior interior designer since 1959 for Western Service & Supply Co., the planning, design, and furnishing division of Western International Hotel, Donald A. Robbins has designed and supervised the installation of a number of new properties for this rapidly growing chain of major hotels and motels in Western U.S.,



Canada and Mexico. In addition, Robbins has overseen a continuous program to renovate and upgrade furnishings and decor of guestrooms, lobbies, restaurants, and other areas throughout the far-flung hotel chain. Robbins was first employed in 1949 by J. W. Robinson's, Los Angeles department store, in the window display, interior display, and decorating departments. In 1953, he joined Albert Parvin & Co., gaining additional experience in selling, designing, and installing complete commercial and institutional jobs. In 1956 he was general manager of the main studio for Leslie's Wilshire in Los Angeles, where he directed both commercial and residential design jobs.

Dwight E. Bennett

Sea Explorer Base

Dwight E. Bennett, AIA, launched his own firm in Long Beach three years ago after eight years of architectural and draftsman work in Kansas and California, as well as being a resident architectural coordinator for the Kahala Hilton Hotel in Honolulu. In addition to being architect for the Sea Explorer project, Bennett was responsible for structural and interior designs.

Cannel & Chaffin

Van Luit Offices
Vacation Village
State Mutual Savings & Loan
Palm Springs Spa

One of southern California's leading interior design-furniture houses, Cannell & Chaffin through its commercial division executes designs for a wide variety of commercial and institutional interiors. Banks and savings and loans constitute a large portion of the firm's design work, but are by no means a specialty for the 50-year old firm. John Weeks, project d signer for Van Luit offices and St Mutual Savings & Loan, has been w



C&C for the past 12 years, and has rep sented them in many major proj throughout the U.S.

Carroll Sagar/Office Interiors, I

Pomona College Oldenborg Center

Carroll Sagar, head of Carroll Sa Office Interiors, Inc., is an architect designer by profession. His intense perience in space planning adequa prepared him for the unique problem encountered while working on the Pom College Oldenborg Center. In additio



the design functions performed by firm, Carroll Sagar also maintai showroom in popular Robertson C where more than 40 contract furn lines are displayed.

Michael Vincent

Giovanni's Restaurant

If there is a slightly British touc some of Michael Vincent's design comes naturally enough: he was tr at London Polytechnic and served a prenticeship with F. G. Mintner, in London. He also worked with studios of Laszlo Hoenig in Londo has completed many commercial and dential interiors including a pace-s art nouveau lobby.

Contract Design Associates, L

Otto's Pink Pig

An excellent example of the ki specialized turnkey contract d planning-furnishing house which emerged in California in recent ye serve the demand for total package ning is Contract Design Associates The company maintains a staff of and utilizes outside consultants to p clients with a complete planning-d furnishing concept down to such det graphics for identification and adve

Circle No. 71 on product card faci

Trapped: Channeled water buffalo buckled around chrome steel.



Black water buffalo.
Brown water buffalo.
Tamed and soft.*

Chrome-alive and mirrored.
Trapped by Arne Norell of Sweden.
With a rugged contemporary feel.
A way of seating by DUX.

*Unique adjustable tension straps, back and bottom, help you control the hide. For comfort. The Ari Chair.

Showrooms: New York, Chicago, San Francisco, Los Angeles, Dallas, Atlanta, Miami, Sweden, Germany, Denmark, Republic of the Congo

DUX Incorporated, 5000 City Line Road, Newport News, Virginia 23607

DUX



At Metropolitan Furniture Co.

MANUFACTURING

California producers make many of the products sold in the Western market, but relatively few firms can be considered truly national sources; high labor rates and long distances from Midwest and Eastern markets contribute to making California manufacturers a breed apart.

ISOLATED from the major Midwestern and Eastern population centers by hundreds of miles of mountains and deserts (with appropriate apologies to Nevada, Utah, Arizona, Wyoming, et al), California manufacturers in the contract furnishings field tend to be a breed apart. Although just about every type of product required for any kind of contract installation is available with a "Made in California" label, only a small fraction can now be considered truly national sources, with representation and distribution outside the state or, at least, outside the 12 or 13 Western states.

There are several reasons for this, but the basic one is that of simple economics: California manufacturers have the highest labor rates in the world, and in many product categories this added labor burden prices them out of the market, once shipping costs to major Midwestern and Eastern markets are tacked on.

The exceptions are based almost exclusively on superior *quality*, *design*, and *style*, or on a natural resource found only or primarily in the region. Take furniture, for example. There are known to be as many as 2,000 furniture producers in California, and probably half of these do produce some for contract, either regularly or on special order. But only a small fraction of this production moves more than a few miles. California's booming economy consumes it locally and also needs several times the local production from outside sources to meet the demand.

In contract furniture, virtually all of the major national brands are strongly represented here. It's just too big and dynamic a market to ignore, and the lower labor rates elsewhere make it possible for Midwestern, Eastern, and Southern manufacturers to ship cross-country and still be competitive to locally produced sources.

One exception to this, generally, is in outdoor furniture. California's sunny climate creates a tremendous demand for casual and poolside furniture, and manufacturers in this category enjoy such a massive "back door" market that they have been able to institute mass-production techniques which make them competitive nationally in better grades of well-styled outdoor furniture.

In some other product categories, however, California sources do have a couple of aces in the hole on the labor/price question: if the product lends itself to import, they can tap the skilled craftsmen of the Far East and Latin America—and increasingly, in some product categories, the label probably should read: Designed in California, but Made in Hong Kong, or Japan, or Mexico, etc. This now applies to virtually every item on contract, with the exception of most bulky furniture and case goods—and even for these several components are quite often foreign imports.

Against this backdrop, we will examine California as a manufacturing center for contract.

UPHOLSTERED FURNITURE

Only a handful of the hundreds of producers in California have emerged as strong national or semi-national sources in this category—and without exception they have done so on the basis of quality, design, and styling rather than price. The *design* must be specified, the *styling* must be appreciated, and the *quality* must be desired, because the delivered price is almost certain to be higher than for a product made elsewhere involving similar labor and materials.

A reputation for distinguished contemporary design has made Metropolitan Furniture Co. of South San Francisco one of the few truly national sources based in California for upholstered contract furniture, reception area tables and—added recently—terior lighting fixtures. Significa orientation to top design starts at top: the chief designer is also chief executive, Syl Heumann. Mode is another firm which is ra expanding in this area. A separate tract division Cal Mode Contract been formed with its own national organization.

Other noteworthy and quality-scious producers in this category Folke Ohlsson's Burlingame-b firm, Dux, Inc., noted for conte rary Scandinavian styling; Los A les producer Kasparian's, w George Kasparian's small but plant produces top-quality uphols furniture; Dependable Furnitur San Francisco, a growing regional ducer; Awandi in Los Angeles, recently just in high-end resid but now broadening into contract McGuire in San Francisco. Alth still primarily regional sources, other firms as Los Angeles F Furniture, Beelner & Thomas, man-Bertram, and Sven Eli Scandiline — the latter also desi and importing desks and office ture—are growing and are likely come national sources in the fut

OFFICE FURNITURE

In addition to the producers men above, California has several overlap in upholstered lines, bu better known for desks and wo office seating. Topping this list is Mesa Furniture (Vista) in An a prominent national source for and office seating. Pacific (C Scandiline, and Thinline (recent quired by Brown-Jordan) are other leading regional produce importers.

OUTDOOR FURNITURE

Multi-faceted Brown-Jordan, ba El Monte, is best known for w

CONT

iron and cast metal outdoor furniture under the Brown-Jordan label, but also markets in residential and contract fields under the California Wrought Iron brand, Van Keppel-Green in quality hardwood benches and deck chairs, American Lantern in outdoor-type lighting fixtures and—a recent acquisition—Thinline in office furniture.

Another major producer in metal outdoor furniture is Mallin Co., founded in Los Angeles 12 years ago by Sam Mallin, and a growing national contract source. Smaller but expanding is Continental Metal Furniture Co., in Van Nuys.

RESTAURANT & INSTITUTIONAL SEATING

California has several top producers in this category. Prominent among them are Virtue Brothers, a division of Schlumberger, Ltd., operating a modern 350,000 sq. ft. plant in Compton which produces both residential dinette sets and contract seating.

Virco Mfg. Corp. in Los Angeles is another major producer best known for stacking chairs, and has strong inroads into the school and institutional markets.

Blisscraft of Hollywood is a long-established producer of contract seating. Quite recently established, but reportedly making excellent progress is Bertolini Seating of California.

In the area of complete upholstered restaurant booths, seating, and tables, there are many local producers, but only a few emerge as prominent regional or semi-national contract sources. These include Schafer Brothers, a family business operated by Paul Schafer in Los Angeles, and L&B Mfg. Co. of Santa Monica, and affiliated with an Eastern producer with a similar name. L&B, under the Bently Products label, also offers a line of molded fiber glass seating. Prominent in this latter category, too, is Fibremold Corp., Torrance-based affiliate of giant Borg-Warner Corp. Other larger producers of upholstered restaurant seating, tables, and chairs in the southern California area are C.B.S. Furniture Co. and Paul Dodds Co.

In Early American-styled hardwood restaurant tables and chairs, Authentic Furniture of El Segundo, is a standout California source. Producers of bar stools here are many, but few could be considered truly national or important regional contract sources—an exception being ChroModern Chair.

Among firms recently getting started in contract furniture and seating are American Furniture Accessories, and Sam and Les Young's Dunn Wright Furniture, both in the Los Angeles area.

CARPETING & RUGS

Virtually every type of carpeting — natural fiber and synthetic, tufted, looped, and braided, standard and special grades, stock patterns and custom designs—is produced in California. Although few of the state's mills match those of the Southeast in size, one is an industry giant and several others are expanding rapidly. Stepped-up efforts by California mills to capture more of the growing contract market, both locally and nationally, are strongly evident.

Fresno-based Berven Carpet Corp. is by far the largest producer of carpeting in California and through its several divisions, joint ownership of Roxbury, and distributorships of other brands, is able to offer a wider variety of carpeting and rugs than any other national supplier, it is claimed. Operating broadloom mills in California with a total plant-warehouse area of more than 500,000 sq. ft. in the Berven Rug Mills division alone, the parent firm also distributes Loma-Loom and Roxbury, and recently added Ozite indoor-outdoor carpeting and cushions for distribution in the West. The Berven-owned Imperial Rug Mills in National City produces custom braided rugs and hand-loomed carpets. The import division designs, supervises production abroad, and imports hand-made all-wool specialty carpeting.

An important source for custom carpeting is Sallee, based in Santa Monica and selected by many contract designers here for custom patterns on a short-run basis. Flexibility to produce in any fiber, in small or large quantities, is stressed.

Mand Carpet Mills, has until recently been involved primarily in residential carpeting, sold through retail outlets. However, Mand has announced plans to devote a 100,000-sq. ft. mill addition primarily to production of contract carpeting. Following this expansion, Mand's total production facility will exceed 400,000 sq. ft., placing it on a par with some of the Southeastern mills.

Definitely committed to a major effort in the contract field is Hollytex Carpet Mills, also in southern California. Ralph Mishkin, president, has announced a future expansion which will double the mill's present facilities to more than 200,000 sq. ft., and says the firm plans to establish a contract division. Several other major California tufters are known to be considering similar moves.

Decorative area rugs and tapestries are designed, produced, or imported by several California firms. Among these are Tempo-Asia Carpets, Decorative Carpets (Tai-Ping), and Kneedler-Fauchere, the latter an importer of Spanish and Oriental patterns and also a major fabrics and wallcoverings supply house. Toyo Rug Co., with substantial producing facilities in Japan, imports private-label carpeting for a major retail chain, and also has sales offices for contract installations here.

In the category of indoor-outdoor carpeting, one California name is completely dominant: Orcco Industries of Los Angeles, a wholly owned subsidiary of Ludlow Corp. Orcco produces Sun & Shade indoor-outdoor carpeting with pile of 100 percent Herculon polypropylene olefin fiber, and recently introduced a CarvTone pattern resembling random mosaic tile in texture, available in 12 colors. The firm also produces special patterns under contract for a major retail chain, and rubberized felt waffle cushioning. Orcco is represented nationally and maintains showrooms in New York, Chicago, Seattle, and San Francisco.

RESILIENT FLOORING

Most of California's consumption in this category is produced outside the state—or at least in plants owned by Eastern and Midwestern majors—with two notable exceptions.

Burke Rubber Co. of San Jose produces and markets rubber floor tile in a variety of colors and patterns, and matching rubber base cove molding. The firm markets nationally, with heavy emphasis on institutional applications such as hospitals and schools.

Torginol of America, in the Los Angeles suburb of Huntington Park, was one of the early developers of seamless poured flooring and continues to rank among leading producers in this relatively new and rapidly growing segment of the hard surface flooring field. Increasingly, California architects and designers are specifying this material for applications where uneven subfloor conditions or heavy repetitive foot or vehicle traffic are factors.

WALLCOVERINGS

There are a dozen or so wallcoverings producers in California, but for original design and quality suitable for designer-specified contract installations, a few names stand out.

Albert Van Luit Co., named for its founder and president, is a nationally prominent designer and producer of standard, flocked, textured, and other custom-treated wallcoverings, in a wide variety of patterns, colors, and types.

Another major Los Angeles-based wallcoverings source is C. W. Stockwell Co., headed by Remy Chatain. Stockwell markets a wide range of standard and specially treated papers and vinyl wallcoverings, in decorative and low-maintenance grades, and also offers matching silk-screened fabrics for drapery and upholstery coordination with the walls.

In San Francisco, Winfield Design Associates, headed by David Willson, has for some 12 years specialized in metallic foils as the background for textures, hand-prints, and scenics. A recent addition is the Volume 7 Gravure Collection, a new line printed entirely on paper instead of foil, with metallic effects achieved through use of metallic and mica inks.

Los Angeles-based Sinclair Wallcoverings also is a growing source for distinctive standard and treated wallcoverings for contract.

LIGHTING FIXTURES & LAMPS

In this category, probably more than half of the fixtures used in California. are produced in the state. Sources are many and varied, ranging from major full-line lighting manufacturers to small specialty shops.

Prescolite, based in San Leandro (San Francisco Bay area) is among the major national full-line producers of lighting fixtures for both residential and contract applications. A wide variety of wall and ceiling fixtures and recessed architectural lighting, is marketed nationally, primarily through electrical supply channels. Most styles are highly contemporary.

Casella Lighting, in San Francisco, creates custom chandeliers and fixtures and has been involved in many major contract installations here. Carr Lighting of Los Angeles, produces chandeliers and fixtures and is especially known as a source for custom lanterns and lamp posts. Hollywood Lighting is a prominent southern California source for custom fixtures and chandeliers.

American Lantern, a division of Brown-Jordan with producing facilities in the South, is a growing source for outdoor-type contract lighting fixtures. Metropolitan Furniture Co., as noted earlier, has recently expanded into this category, offering high-style contemporary interior fixtures.

Morrison Imports, based in San Francisco's Jackson Square area creates original fixture designs, has them executed in the Orient, and is among the top California sources for distinctively styled lighting as well as for other furnishings and decor. Lighting-Accessories, Inc., and affiliated Sunset Lighting, in Glendale, have substantial production-assembly facilities and are expanding their efforts in contract, with several notable installations recently.

In lamps, there are dozens of producers, but only a handful of standouts in contract. Ray Pfennig's Zina Lamp Co., in the remote Marin county hamlet of Woodacre, produces distinctive models with wood-turned bases which coordinate with a great variety of contemporary and period decor themes, and is one of the few sources for wood-turned lamp bases in the state.

London Lamps of Redondo Beach is a well-recognized source for contract lamps, offering a large and diversified line; Jerry Rottblatt heads the company, and Elizabeth Hays is designer for the line. Marbro Lamps in Los Angeles is known primarily for residential and decorator lamps, but has supplied some contract installations. Wilshire House is a frequent contract supplier of imported lamps and bases. Tiffany Lighting in Van Nuys, established by veteran lighting manufacturer Sam Beber, is developing a line of large lamps, and wall fixtures suitable for contract.

Acoustica, Signature Lighting, and Feldman Lighting, all of Los Angeles, are among other southern California producers which have indicated growing interest in contract.

ARCHITECTURAL PANELING

California's proximity to the major forests of the Pacific Northwest and Western Canada—combined with its own massive consumption of forest products—has made the state one of the foremost producers of architectural wall paneling of all types. Major production and marketing facilities in the state are maintained by virtually all of the major national forest products producers. Among these are Georgia-Pacific, Evans Products, U.S. Plywood, Weyerhaeuser, Simpson Timber, International Paper (Long-Bell), St. Regis and others — virtually a Who's Who of major producers of forest products, as well as a number of smaller specialty mills producing paneling and custom millwork.

And of course, native giant sequoias, which grow only in northern Califor nia's high Sierra regions, provide th world's entire supply of natural red wood, prized both for exterior appli cations and interior architectural an decorative effects. San Francisco-base California Redwood Association is th promotional arm for a number of har vesters and marketers of this precio natural asset.

CERAMICS & POTTERY

Aside from redwood, one of Califor nia's few other "exclusive" natural re sources is a type of fine clay whic is necessary for the creation of certa modern architectural shapes, and Cal fornia sources therefore supply mo of the pure clay planters, urns, ash trays, umbrella stands, etc., used na tionally.

Clay Design of Los Angeles, has e tablished a major new facility for pr duction of a wide variety of shapes natural clay. The process is fascina ing, and Clay Design maintains stri control over finished product quali by doing all of its own mixing, mol ing, kilning, and glazing. The firm h recently won several major contra installations, and has established e tensive national representation for t line.

Another major producer, also in L Angeles, is Architectural Pottery. separate division, Architectural Fibe glass, also produces planters and u in this material.

Ceramic lamp bases, ashtrays, a other accessories are produced in ma small plants and studios through the state and quite often find th way into contract installations, there appear to be no dominant Ca fornia producers in this category.

In ceramic tile, however, it's a other story: the popularity of this m terial in the state—and particularly southern California—for many resid tial and commercial/institutional plications, has created a substantial ramic tile industry here. Leading p ducers of wall tiles include Interp (Gladding, McBean), Pomona, and dondo. Interpace also produces markets flooring tile and quarry and is joined in this category by s producers and importers as Gail Bri plate of San Francisco, Latco Pr ucts and Maybrick in southern C fornia.

FABRICS, DRAPERIES, SHADES

California has its own fabrics indus but it is surprisingly small in te of the number and size of cont producers and the tremendous ma

A SAMPLING OF SOURCES

ERVING A SPECIAL MARKET, CALIFORNIA MANUFACTURERS HAVE DEVELOPED DISTINCTIVE ARRAY OF CONTRACT MERCHANDISE, NOT NECESSARILY DISRIBUTED THROUGHOUT THE COUNTRY, BUT UNUSUALLY BROAD IN ITS ARIETY OF PRODUCTS AND ITS INNOVATIONS IN DESIGN.

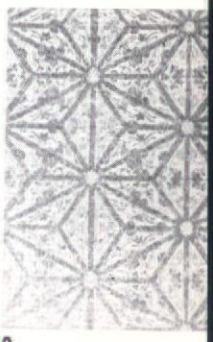
Mallin Co., Los Angeles, manufactures inor/outdoor furniture in variety of materials cluding steel, vinyl, wrought iron, baked enel, canvas; Ship & Shore (shown) is made canvas laced to frames. Circle No. 170. **B** Cal de Furniture, Culver City, manufacturer of holstered units, case goods, and tables has plied contract furnishings in west for 26 rs, recently formed separate contract divin. Circle No. 171. **C** Winfield Design Assotes, Inc., San Francisco, which has for 12 rs specialized in wallpapers printed on tallic foils, recently added collection printed paper with DuPont Tedlar PFF film sh. Circle No. 172. **D** C. W. Stockwell Co., Angeles, through its contract design dion offers special colorings and designs wallcoverings and correlated fabrics. Circle 173. **E** Quality line of high-back rotary cutive, pull-up, and side chairs, sofas and ches is manufactured by Crest Custom holstery, Inc., Los Angeles. Circle No. 174. ervitor Kitchens, Inc., El Monte, produces ge of compact kitchens that become attive furniture pieces when lid and doors closed. Circle No. 175. **G** One of few truly onal furniture sources based in California, ropolitan Furniture Corp., San Francisco, ufactures lines of modern upholstery occasional tables, represented in embassies ar-flung as in Asia and Africa. Circle No. **H** Bob Mitchell Designs, Culver City, offers nctive use of textures in variety of wallrings. Tiffany (shown) employs three colors ock on multi-colored weave giving hand ed brush appearance. Circle No. 177. **I** s & Surfaces, Santa Barbara, produces d wood panels in over 200 original designs, ng variety of carved wood doors, door and sculptured plastic wall panels and . Circle No. 178. **J** Vinyl wallcoverings from t Van Luit & Co., Los Angeles, reflect exce of design and color, exemplified here ontpelier. Murals, repeat patterns, and texare available. Circle No. 179. **K** Design iousness and distinctiveness characterize fixtures from Morrison Imports, Inc., San isco. Products include Crespa chande(shown) with 51 lights, gold leaf polye base. Circle No. 180. **L** Tropicraft of San isco produces woven wood fabrics and loths for shades and wallcoverings. Shade is of off-white yarns with gold metallic . Circle No. 181. **M** Brown-Jordan Co., El , makes use of tubular aluminum and wrought iron type furniture to cast alufor easy maintenance; vinyl straps are ddition to chair selection. Circle No. 182. coming established nationwide, Dunn t Furniture Mfg. Inc., Los Angeles, pro- wood desks, tables, wood, upholstered and sofas. Circle No. 183.



A



B



C



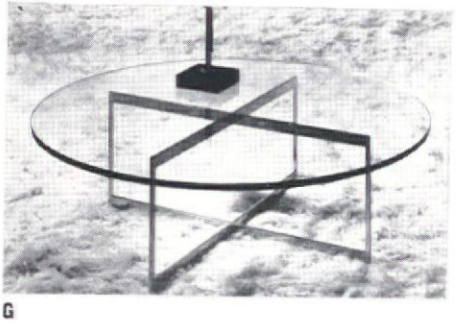
D



E



F



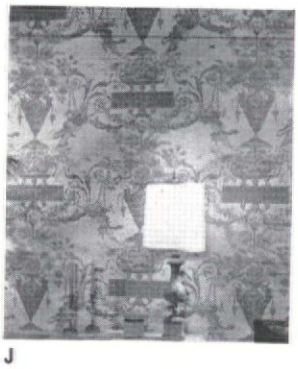
G



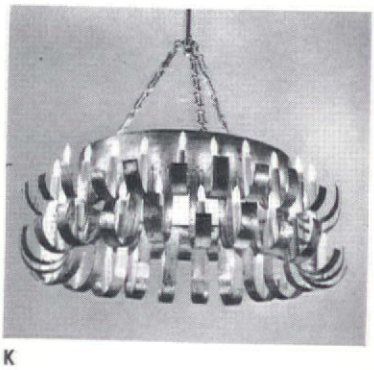
H



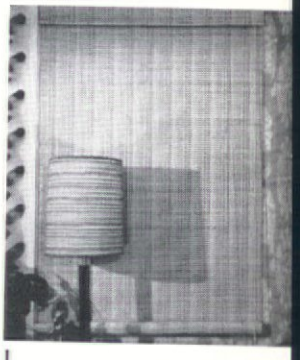
I



J



K

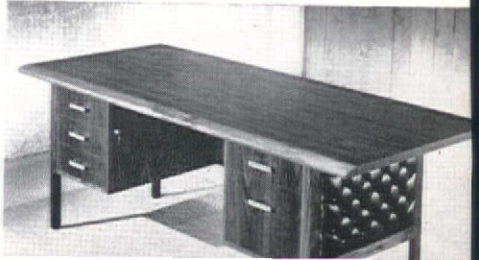


L

M



N



at hand. However, just about any type of fabric may be obtained with a Made in California label, if desired.

A leading producer here of custom hand-woven drapery and upholstery fabrics is California Woven Fabrics of Los Angeles, marketing under the Kamola label named for the founders, Mr. and Mrs. S. T. Kamola. It's a top quality line, and the Kamolas pay "old country" attention to material quality and design detail.

Webb Textiles, Inc., of Pasadena, is a nationally known source for hand-loomed fabrics, and for custom shades of fabric or woven wood. Again, quality and design are stressed—as they must be, for a California-produced product to overcome the shipping distance barriers and reach into major Eastern and Midwestern markets.

Well known local sources for woven wood fabrics and grasscloths, for both shades and wallcoverings, are Tropicraft, Cal-Craft, and Conrad Imports, all of San Francisco. Most of this material is woven in the Orient and imported here in rolls, for fabrication to finished sizes. Woven woods and grasscloths have long been highly popular for contract applications here, and are gaining in acceptance and use across the nation, according to the producers.

There are a number of small fabric printers in the state and some wallcoverings houses will print coordinating fabrics, as noted earlier, but one firm stands virtually alone in all of California as a major originating source for hand-printed fabrics: Franciscan Fabrics of San Francisco. President John Sinai acquired the firm recently and retained Andrew Addkison, well known former head of design for the Y.M.C.A., western division, as designer-sales manager. The firm produces silk-screened floral patterns under the Franciscan label, and geometrics as part of a separate Louma line. Although the latter is expressly intended for contract, the firm finds a growing popularity for floral patterns in contract applications, and both lines go into contract.

PARTITIONS & WALL SYSTEMS

Several types of movable and semi-permanent partitions and wall systems are produced and/or installed by California-based firms. Air Wall Div. of Hupp Corp., based in Los Angeles, produces a nationally known pneumatic movable wall system, available in a variety of sizes and finishes for such applications as banquet areas, school classrooms, etc. The panels expand to lock tight against ceiling and floor when compressed air is injected, and offer infinite area separation flexibility.

Vaughan Walls, Movable Wall Co., and Partitions, Inc., all based in southern California, work with space planners and designers to engineer semi-permanent wall and partition systems which allow space flexibility. Depending on the need, these may be part-way partitions for area separation, or complete floor-to-ceiling modular systems, which lock into channels pre-engineered into the building.

DRAPERY HARDWARE

There are several small producers and importers around, but again in this manufacturing category the California scene is dominated by one major national source: Los Angeles-based Marshall-McMurray Co. In a modern plant with substantial automation, this firm produces a complete line of curtain and drapery hardware items and accessories, and architectural drapery track. The company is a major supplier to both residential and contract markets.

DOOR HARDWARE

In this category, California producers are many and large, and undoubtedly account for a major share of the national production, especially in residential locksets, but also increasingly in contract lines. Major producers here are Schlage, in San Francisco, and Kwikset, Weiser, and Westlock, all in the Los Angeles area. All of these produce locksets for residential use, and some are more heavily involved in contract lines than others.

The Schlage line includes a good selection of architectural door hardware, with decorative escutcheon plates and matching hinges. The company is now introducing a broader line of locksets with special design and security features which will make them particularly applicable to such installations as hotel and motel guest rooms, and multi-tenant apartment and office buildings.

Kwikset has strong national distribution through both building supply channels and architectural hardware consultants, with a number of lockset designs specifically for the hotel, motel, and apartment fields.

Acme Hardware, of Monrovia, is a producer and distributor of highly decorative entrance door hardware, and a major supplier to both residential and contract fields. Impressive hardware for main entrances of office buildings, restaurants, etc., comprises a major part of the Acme line.

FURNITURE COMPONENTS & HARDWARE

To supply California's large furnitu production industry, many suppliers furniture components and materials- manufacturing here, or importing distributing for outside sources—ha become well-established. While ma are local, some have achieved t status of national sources of comp nents for the contract furniture pr duction field.

Important among these is Plastigli Mfg. Corp. of Santa Monica, and affiliated company, Plastishapes M Corp. This firm markets a large v riety of injection-molded, extrud and blow-molded plastic and plast metal furniture components under t Plastiguide name, including T-moldi furniture glides, shelf and drawer s spension parts, etc. Plastishapes is name for chair arms, table base c umns, and other complete furnit sections.

A prominent supplier of metal ta bases is Haasbrock-Sonderguard. A. Provisor Co. is another major supp of bases for both tables and cha Molded chair shells are supplied A. Weiss Co., Fibermold Div. of Bo Warner Corp., and Bentley Produ H. W. Hull is a major producer of w turnings and exposed wood parts furniture, and is represented nation by Bill Gallion Associates. Allia Caster is an importer and supplie furniture casters, as are National port Products, Inc., and Reliance port Co., in the Los Angeles area.

Important suppliers to the up stered furniture industry, based h include Insulflex Products, and foam Corp., both offering uret foam fillers, and A & G Quiltin custom upholstery quilting firm.

Hardwood dimension, veneers pre-finished panels for contract fu ture are supplied both by the n forest products producers menti earlier, and by a number of spec houses. In addition, there are se California-based sources for mat used in producing plastic-surfaced niture. LaminArt, a high-pressure amine plastic, is produced in Los geles by LaminArt Div. of E Pitcher Co. Formica Corp., an A can Cyanamid subsidiary based in cinnati, has recognized the West potential for this material—bot contract furniture and for a vari other applications in contract, in ing restaurant fixtures, tables, wall treatments, etc.—by openi 300,00-sq. ft. plant near Sacra to produce its brand of high-pr

CONT

A SAMPLING OF SOURCES

Virtue Bros. Mfg. Co., Compton, offers com-
te line of multi-purpose chairs and tables,
luding new stacking table shown. Circle No.
. **B** Tables, sofas, and chairs for contract use
ve been produced by Dependable Furniture
g. Co., San Francisco for six years, high
ality living room furniture for 40 years. Cir-
No. 185. **C** Final beautifying touch to in-
iors including plants, trees, and floral ar-
gements are supplied by Ever-thine, Los
geles. Circle No. 186. **D** Woven wall textures,
tains, window and sun shades from Conrad
orts, San Francisco, have received numer-
design awards. Circle No. 187. **E** McGuire
San Francisco, manufactures rattan furni-
e with rawhide bindings for minimum main-
ance. Circle No. 201. **F** Plastiglide Mfg. Corp.,
ta Monica, markets a variety of plastic trim
moldings including wallboard trim, wood-
n and vinyl protective moldings. Circle No.
G One of the few carpet manufacturers to
in in California and grow nationally, Berven
pets Corp., Fresno, offers tufted broadloom
custom carpeting. Circle No. 190. **H** Schafer
s. Inc., Los Angeles, manufactures chairs,
hs, bars, counters, bar stools, with emphasis
function. Circle No. 191. **I** Perpetual calen-
for wall and horizontal mounting or with
plaque base as support, and Vocator direc-
system for lobby and floor directories are
lable from Vomar Products, Inc., Burbank.
le No. 192. **J** Peter Pepper Products, Wil-
gton, has selection of eight faces for institu-
al clocks with electric or battery movements.
ote reset control is added feature. Circle
193. **K** Sallee Carpet Looms, Inc., Santa
ica, in its 15th year of manufacturing, uses
e needle loom for random textured loop
et. Circle No. 194. **L** Collection of tapestries,
ed sculptured wood plaques, and decorative
ware is offered by ERA, Los Angeles,
gh showrooms in major cities. Circle No.
M Plan Hold Corp., Torrance, world's larg-
manufacturer of plan filing systems, offers
stems including mass filing system shown
tract type binders. Circle No. 196. **N** A
lete line of restaurant and commercial
and seating furniture, conference tables,
chairs, and reception room furniture is
factured by L&B Mfg. Corp., Santa Monica.
e No. 197. **O** Goodwin of California, Inc.,
eley, producer of indoor and outdoor bar-
equipment, now offers portable executive
erator units on the West Coast. Circle
98. **P** Custom designed murals to suit cus-
needs as well as stock designs are pro-
by Photomammoth Murals, Burbank. Cir-
. 199. **Q** Modern, colonial, transitional, and
sh styles of bedroom and dining room fur-
are available from Los Angeles Period
ture Mfg. Co., Los Angeles. Circle No. 200.

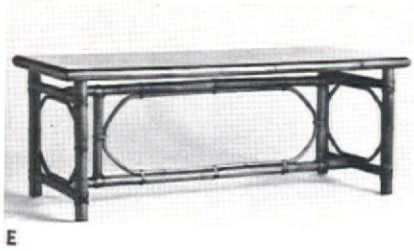
*onal products by other California firms
ncluded in Products & Services section,
176.*

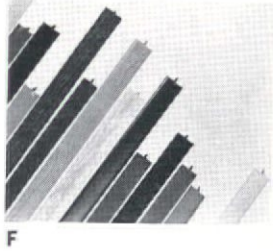

A

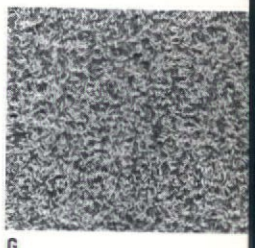

B

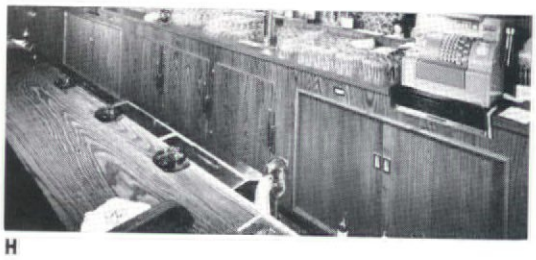

C


D


E


F

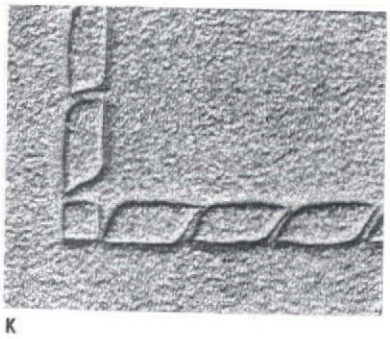

G


H

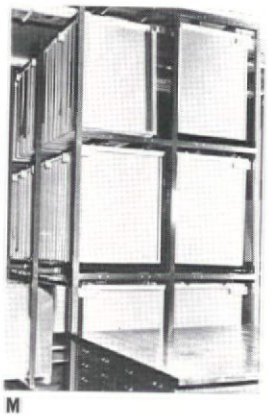


I


J


K


L


M


N


O

P

Q





melamine laminate, a facility which has the capacity to nearly double the firm's national production. Iramaru Co. is a source for an imported polymer-surfaced prefinished panel, based in Los Angeles.

Furniture hardware such as knobs, pulls, hinges, drawer guides, etc., is available from a number of California-based sources. Ajax Hardware Corp., City of Industry, produces a full line of cabinet and furniture hardware of this type, in distinctive styles.

Hyer Hardware Co., Anaheim, is another important supplier in this category. Other producers of cabinet-furniture hardware here are Jaybee and Swanson.

COMPACT KITCHENS

Increasingly, deluxe suites in hotels and motels are offering the amenity of apartment-type compact kitchens, or at least small refrigerators for beverage storage and ice. And these units are being designed into executive office suites with increasing frequency. California has two producers of national stature.

Cervitor Kitchens of El Monte (Los Angeles) produces a wide range of models, with just refrigerators, refrigerator-bar sink combinations, and complete compact kitchen centers including built-in ovens and ranges. The firm has been a source for many contract installations here, including some major hotels for which special entertainment centers were created with custom door designs.

Berkeley-based Goodwin of California, long-established producer of outdoor and indoor barbecue equipment, has recently expanded into the compact refrigerator field. Goodwin's unit for contract is a deluxe plastic laminate-surfaced compressor refrigerator suitable for office or hotel-motel installations.

DECORATIVE PRODUCTS, ACCESSORIES

California contract designers have available a complete spectrum of local sources for the "finishing touches" so important to a professional design/furnishing job. Many suppliers offer several types of products; others specialize in just one or two. Some do the complete job of designing, producing, and marketing; others perform one or more of these functions, and in addition may distribute here for other sources. Many maintain showrooms which are virtually complete accessorization centers.

A rapidly growing specialist in graphics and signs is Vomar Products of Burbank. The firm provides complete indoor and outdoor building identification, directories, logotype reproductions, office door, desk, and department signing, etc., working in a variety of metals, plastics and other materials. A recent addition to the line is a lighted Exit sign with built-in power reserve so that it will stay illuminated in the event of a power failure, a feature now required by code in public buildings in many areas.

A key source for a variety of decorative products, including screens, room dividers, filigree panels, decorative urns, and metal patio umbrellas is Crown Decorative Products Mfg. Corp., in Los Angeles.

Geller Originals is a leading supplier of artificial plantings and related accessories. Also well known in this specialty is the studio of Jon Peterson. Martin Lowitz, also owner of the Design Center Building in the Robertson Center showroom district of Los Angeles, is a prominent source for original art and sculpture, and custom framing.

In Santa Barbara, Sherrill Broudy's firm, Forms & Surfaces, creates the original designs for Panelcarve hand-carved panels and doors, which are executed by highly skilled Mexican-extraction woodcarvers in Los Angeles, then reproduced economically on highly sophisticated multi-spindle tracing routers which faithfully capture every design detail. Broudy recently added vacuum-formed acrylic-polyvinyl chloride plastic doors and panels, which have special application to contract interiors because of the maintenance-free quality of this material. Another recent addition is cast aluminum door hardware, to go with his carved door designs.

Era Industries, Los Angeles, represents the Forms & Surfaces products, and also has an extensive line of original wall decor items and accessories. Hillside House of Originals in Burbank, creates wall plaques and sculptu murals of wood, metal, and glass, also original oil paintings with cust framing for contract installations. V guard Studios in Hollywood is anot producer of original art for wall de

Phyllis Morris Originals combi accessories and furnishings created Miss Morris. Penberthy Co., a divis of a large commercial lumber sup house, uses multi-spindle shapers create intricate filigree panels for viders, under the direction of Dugan. The husband-wife team of and Mrs. Peter Pepper, operating Peter Pepper Products, create m original accessory items includin recently added line of distincti styled institutional clocks designed Elaine Pepper; they also repre other national sources.

Haag Trophies of Torrance prod contemporary desk accessories and chanical calendars. J.R.S. Co., in T ple City (Los Angeles) is a source engraved metal and plastic signs offices, banks, etc. Bead Decor cr custom beaded curtains at the f studio in Los Angeles.

Two forms of photographic wall cor are available from Los An area sources: Photomammoth Mu creates room-sized wall murals in and white or full color from client tives or the firm's own file of dra city skyline views, mountain sce etc.; and All Points is now off sets of old Abbott & Costello-era H wood movie "stills" for wall decor.

Filon Corp. of Hawthorne is tionally distributing producer of translucent plastic panels, quite used in decorative dividers, but for recessed ceiling lighting sys skylights, and exterior applic such as patio shelters, hotel and balcony dividers, etc.

Finally, no comprehensive of California-based contract s would be complete without some tion of the dozens of excelle and antique galleries, import h and arts and crafts shops in the R son-LaCienega district of Los A and San Francisco's Jackson S area—and scattered throughou state, for that matter. Space do permit individual review of thes from these many galleries and frequently come the art object tiques and accessories which the designer to put the vital fi accents on the installation, and too, are essential sources to th tract design and furnishing in in California. (C)





tom Design or Stock Pattern...

ckwell invites your inquiry

y we offer hundreds of in-stock backgrounds from our sixty
solving wallcovering problems. But, equally important is
tract design service to style, color and create complete wall-
g "packages" including correlated fabrics.
les of contract designs that can be produced in your special
nd your choice of ground are available on request. (Should
see what you want — we'll make it.)

tterns shown (l to r): "Crewel" with correlated fabric. "Sevilla Grill," and "Orly Stripe."

STOCKWELL WALLCOVERINGS
320 North Madison Avenue
Los Angeles, California 90004

☐ Please send portfolio of Contract Wallcovering Designs

☐ Please have your Wallcoverings Consultant call

Name _____ Title _____

Firm _____ Phone _____

Address _____

City _____ State _____

California: Superstate

THE MARKETPLACE

The contract marketplace—marts, showrooms, and the warehousing facilities that back them up—have expanded continuously in the past ten years. In many cases, they have outstripped in both size and quality similar establishments in other parts of the country. Robertson Plaza, in Los Angeles, with its separate building containing the spectacular new Albert Parvin showroom, is the latest addition to California's contract marketplaces. The Western Merchandise Mart, in San Francisco, has had a progressive upgrading program for the past decade and is now planning a separate contract annex. Robertson Center, Jackson Square, Los Angeles Design Center, and Los Angeles Home Furnishings Mart round out the picture. In these market centers, activity in the volume specifying and buying of contract merchandise has been increased by leaps and bounds in the past few years.











Robertson Plaza

The long-established Robertson Boulevard furnishings showroom area acquired a dramatic new focal point in February, with the grand opening of Robertson Plaza. The $8-million complex provides 165,000 additional square feet of showroom area, and also houses the operations of Parvin/Dohrmann design-furnishings firms, in another 35,000 square feet of office facilities.

The building complex consists of a 100,000-square-foot, three-level structure for the Parvin/Dohrmann offices and showrooms of Albert Parvin & Co., where 58 furnishings manufacturers' products are exhibited for both residential and contract installations. An adjoining 10-story tower exhibit building, containing another 100,000 square feet, is now being leased to other major furnishings exhibi

Between the two basic structure the L-shaped complex is a dramat ly landscaped plaza area, with a s tacular fountain sculpture and u display kiosks in which smaller i may be displayed.

The building was designed by liam L. Pereira & Associates, Los geles architectural firm. Interior ning and design, including all grounds, flooring, wallcoverings, ing, merchandise displays, office nishings, etc., was done by the staff of Albert Parvin & Co., wit overall project coordinated by G. Pippin, AIA, director of pla for Parvin/Dohrmann.

In the office facilities share Parvin/Dohrmann Co., and its s iaries Albert Parvin & Co.,

CONT









Photos: Tri-Ads Co.

n Co., and Pacific Distributors, are handising and general offices, de- studios, executive offices, and a plete self-contained cafeteria for of employees, as well as confer- and dining areas for executives their guests.

ppliers for Robertson Plaza: Fur- e — Supreme Steel Equipment, y Jamestown, Distinctive Desk Flewelling Co., Fortress Inc., Har- Corp., Mayline Co., Metropolitan iture, Stow & Davis, Burke, L&B Troy Sunshade. Special fixtures ndard Cabinet, Northwestern case, Cederquist Showcase & et, General Fixture Co., Hard- Cabinet Co., Warren Meyerhoff, nann-Sanders Co. Carpeting and ons—Philadelphia, Magee, Rox- Loma Loom, Sallee, Cabin Crafts, Tempo Asia, General Felt Pad, Alison T. Seymour Matting. Resilient flooring — Amtico, Burke Rubber. Wallcoverings—Adams Vinyls, Louis Bowen, Columbus Coated, Fine Arts, General Tire, Gilford Leather, Charles R. Gracie, Mel Grau, Koroseal, Bob Mitchell & Assoc., Sinclair Wall Coverings, Timbertone, Albert Van Luit, Vicrtex, A. B. Boyd, Karl Mann, Sherl Wagner, Laverne. Brick—Cal Stone, Panel Stone. Screens and panels—Hal Fromhold-People Screen, South Gate Iron Works, Webb Textiles, Idea Design Corp. Lighting fixtures—Rambusch Paracyl Fixtures, Norman Perry, Dorner Products (Lightolier), Hollywood Lighting, Gotham Lighting. Wall urns—Smith Metal Arts. Signs—Vomar Products. Sculpture — Russ Holmes. (**C**)

EXHIBITORS IN ROBERTSON PLAZA
(Albert Parvin & Co. Showrooms)

American Needlecrafts, Baldwin Tables, Berven, Cabin Crafts, Catalda Fine Arts, Connaisance Fabrics, Corry Jamestown, Crossroads, Crown City Furniture, Custom Furniture, Drexel Office Furniture, Dunbar, Duo-Bed, Fine Arts, Fortress, Founders Furniture, Friedman Bros. Mirrors, Georg Jensen, Gunlocke Chair, Harter, Harvey Probber, Herman Miller, Hickory Chair, Hickory Mfg., Interior Crafts, Jamestown Lounge, Jens Risom Design, J. G. Furniture, J. L. Metz, Karastan, Keller-Williams, Kirk-Brummell Wallpapers, Kittinger, Lehigh, Leopold, Lightolier, Magee Carpets, Metropolitan Furniture, Meyer-Gunther-Martini, Molla, Morgantown Furniture, Mt. Airy Furniture, Museum Pieces, Norman Perry Lamps, Omni, Pacific Furniture, Philadelphia Carpet, Ralph A. Miele, Robert Allen Fabrics, Rothfuss, Roxbury, Rubee Furniture, Simmons, Standard Furniture, Stendig, Stow & Davis, Urban Collection by Century, Troy Sunshade.



120 NORTH ROBERTSON BOULEVARD
LOS ANGELES, CALIFORNIA 90048 • PHONE (213) 652-5760

Subsidiary of Parvin/Dohrmann Company

SERVING THE TRADE WITH A DISTINGUISHED COLLECTION OF FURNITURE / ACCESSORIES / OFFICE FURNITURE EXTENSIVELY DISPLAYED FOR THE USE OF INTERIOR DESIGNERS / DECORATORS / ARCHITECTS

•

SPECIAL DIVISION FOR CONTRACT BUYERS HOTELS / MOTELS / BANKS / INSTITUTIONS

•

NOW SHOWING OUR NEW BUSINESS FURNISHING DIVISION AND HOSPITAL DIVISION

FEATURING America's Most Respected Lines:

* AMERICAN NEEDLECRAFTS, INC.
* BALDWIN TABLES, INC.
* CATALDA FINE ARTS
* CONNAISSANCE FABRICS
CORRY JAMESTOWN CORPORATION
CROSSROADS, INC.
* CROWN CITY FURNITURE
CUSTOM FURNITURE
DREXEL OFFICE FURNITURE
DUNBAR FURNITURE
* DUO-BED
* FINE ARTS FURNITURE
FORTRESS, INC.
* FOUNDERS FURNITURE
* FRIEDMAN BROS. MIRRORS
* GEORG JENSEN, INC.
GUNLOCKE CHAIR COMPANY
HARTER CORPORATION
* HARVEY PROBBER, INC.
HERMAN MILLER FURNITURE
* HICKORY CHAIR COMPANY
HICKORY MANUFACTURING COMPANY
* INTERIOR CRAFTS, INC.
* JAMESTOWN LOUNGE COMPANY
JENS RISOM DESIGN, INC.
J. G. FURNITURE
* J. L. METZ FURNITURE COMPANY
* KELLER-WILLIAMS FURNITURE COMPANY
* KIRK-BRUMMELL WALLPAPERS
KITTINGER, INC.
LEHIGH, INC.
LEOPOLD COMPANY
* LIGHTOLIER
METROPOLITAN FURNITURE
* MEYER-GUNTHER-MARTINI, INC.
* MOLLA, INC.
* MORGANTON FURNITURE COMPANY
* MT. AIRY FURNITURE COMPANY
* MUSEUM PIECES, INC.
* NORMAN PERRY LAMPS
OMNI, UNLIMITED
PACIFIC FURNITURE
* RALPH A. MIELE, INC.
* ROBERT ALLEN FABRICS
* ROTHFUSS INDUSTRIES
* RUBEE FURNITURE MANUFACTURERS
SIMMONS COMPANY
STANDARD FURNITURE COMPANY
STENDIG, INC.
STOW & DAVIS FURNITURE COMPANY
* THE URBAN COLLECTION BY CENTURY
* TROY SUNSHADE COMPANY

•

Representing leading domesti and foreign manufacturers of the carpet industry.

Included are:

BARWICK • BERVEN
CABIN CRAFT • KARASTA
MAGEE • PHILADELPHI
ROXBURY

•

* Appointed exclusive distributors to the decorative trade.

NOW LEASING ROBERTSON PLAZA

Showrooms and Offices to the Decorating and Allied Industries Trade.
Leasing Agent, Bert J. Friedman Associates,
8900 Beverly Blvd., Los Angeles, California 90048 • Telephone 273-4555

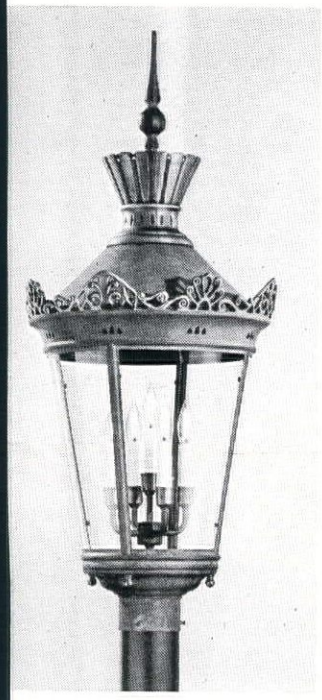
Circle No. 73 on product card facing P. 188

CONT

Distinctive Lighting Fixtures



LF-301 HANGING LANTERN
ST PRICE $165
Candelabra Base Sockets
eight 31", Width 15½"





CLL-101 BRACKET LANTERN
LIST PRICE $225
5 Candelabra Base Sockets
4 Bent Glass Panels
Verde with Antique Brass Highlights
Height 38", Width 15½", Projection 20"

CLP-401 POST LANTERN
LIST PRICE $165
5 Candelabra Base Sockets
Mounting Collar for 3" O.D. Post
Height 32", Width 15½"

For complete color catalogue and your local distributor write CARR LIGHTING CO., INC., P.O. Box 3894 T.A., Los Angeles, Calif. 90054.

A.I.A. FILE NO. 31-F-2

OPYRIGHT 1966

CARR Lighting Company, Inc.

Since 1926 Specialists in Distinctive Lighting Fixtures

Offices and Manufacturing Facilities: 1831 No. Main St., Los Angeles, California 90031 - Phone: (213) 225-6185

Circle No. 74 on product card facing P. 188

California: Superstate

THE MARKETPLACE



1



2



3



4



5



6

Robertson Center

In a compact (for Los Angeles) are radiating from the intersection o Robertson and Beverly Blvds., ther are more than 200 showrooms for con tract furnishings sources. Some are i the area's two major high-rise build ings—Martin Lowitz' Design Cente building on Beverly, and the recentl opened Robertson Plaza (see p. 144 o Robertson). But many are located als in distinctive one- and two-stor buildings that range for several block along these main arteries, and on ad joining streets. Some 60 showroo operators belong to the Robertso Center Association, a long-establishe and recently revitalized group whic works to promote the interests of th district as a major showroom area fo both residential and contract furnish ings.

Considered the largest concentra tion of quality contract source shov rooms in the West, the area is wit out doubt a "must" on the itinera for any contract designer shoppi for sources in southern California. number of the Robertson Center ar showrooms are maintained directly sources with headquarters in the Ea Midwest, and South, as well southern California. Others are th of independent Los Angeles represe tatives for national lines. And, increa ingly, designers themselves are cating their offices and studios in near this convenient grouping of sou showrooms.

Virtually every type of prod which goes into a contract installat of any kind is on display in one more Robertson Center showroo and most showrooms are manned da for the convenience of designers. few maintain special weekend hours well. This section of Los Angeles, w of Hollywood and bordering Beverly Hills, has few truly "c buildings, and most of the showrc structures are contemporary. Howe some of the facades incorporate pe styling details, adding architectural terest to the area. To further enha the district and to identify it a special section of the city, trees other curb landscaping have been stalled and are maintained in coope tion with the city. (C)



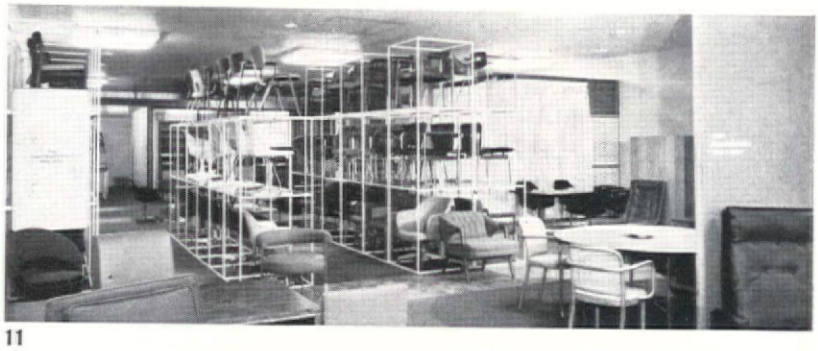


7


8


9


10


11

Robertson Center Association officers and directors (uppermost left): Standing—Ted Kirkendall, treasurer; Hubert M. Mertes, director; Jason Bauer, director; Seated — Jane Lowry, executive director; Eugene Lipner, president; Edith Sewelson, secretary. Not present, Byron Rockwell, vice president. Illustrated are some of the many showrooms in Robertson Center. **1** *Greeff—fabrics, wallcoverings, coordinated rugs and carpeting.* **2** *Boris Kroll —high-style fabrics, including AID award winning collection.* **3** *Shelby Williams—complete line of restaurant chairs and banquettes.* **4** *The Design Center, where many showrooms are located.* **5** *Tempo-Asia — imported carpets and rugs.* **6** *Stuart Scott/ Nettle Creek—bedspreads, draperies, throw pillows.* **7** *Cal-Mode — representing comprehensive furnishings lines.* **8** *Era Industries —accessories from wall hangings to door panels.* **9** *Bob Mitchell Designs—furniture reproductions and antiques, plus textured wallcovering designs by Bob Mitchell.* **10** *J. L. George—oriental-styled furniture.* **11** *Chairs Unlimited—extensive seating lines supplemented with related fabrics, accessories.* **12** *Carroll Sager—represented are more than 40 contract furniture lines.* **13** *Showroom buildings of Phyllis Morris, original furniture, and Knapp & Tubbs, furniture.* **14** *Stroheim & Romann—quality contract fabrics from U.S. and abroad.* **15** *David & Dash—enormous range of fabric styles.* **16** *Baker Furniture—high-style traditional furniture.* **17** *Duo-Bed — complete settings for hotel/motel guestrooms.* **18** *Jens Risom—contemporary commercial/institutional furniture, supplemented with high-quality fabrics.*


12


13


14




15


16

17



18





SHOWROOM MEMBERS (Active)
Robertson Center Association:

Amtico Floor Coverings
310 N. Robertson Blvd.
Baker Furniture, Inc.
8850 Beverly Blvd.
Philip Beukema Furn.
144 N. Robertson Blvd.
E. C. Bondy Co., Inc.
105 So. Robertson Blvd.
Brunschwig & Fils
114 N. Robertson Blvd.
Max Burton Showrooms
130 So. Robertson Blvd.
Cal Mode Showrooms, Ltd.
8920 Beverly Blvd.
Caro & Upright
101 N. Robertson Blvd.
Chairs Unlimited
8815 Beverly Blvd.
Clark & Burchfield
120 So. Robertson Blvd.
Robert Crowder & Assoc.
359 N. Robertson Blvd.
Dazzien's, Inc.
318 So. Robertson Blvd.
Decorative Carpets
104 So. Robertson Blvd.
Ferguson-Upright
112 N. Robertson Blvd.
J. L. George & Co. (Calif.)
8785 Beverly Blvd.
Peter Gorian
8823 Beverly Blvd.
Harry P. Hirsch Carpets
8800 Beverly Blvd.
Knapp & Tubbs, Inc.
8778 Beverly Blvd.
Kneedler—Fauchere
151 N. Robertson Blvd.
Knoll Associates, Inc.
8936 Beverly Blvd.
Boris Kroll
142 N. Robertson Blvd.
Martin Lowitz, Inc.
8919 Beverly Blvd.
Carl Marias Carpet Co.
8793 Beverly Blvd.
Bob Mitchell Associates
125 N. Robertson Blvd.
Albert Parvin & Co.
Robertson Plaza
120 N. Robertson Blvd.
Barry Labow Associates
8899 Beverly Blvd., 4th Fl.
Prentice Furniture Co.
653 N. La Peer Ave.
Ravelle, Inc.
107 N. Robertson Blvd.
Richards Furn. Showrooms, Inc.
8840 Beverly Blvd.
Jens Rison Design (Calif.) Inc.
144 N. Robertson Blvd.
John Roller, Inc.
108 N. Robertson Blvd.
Carroll Sagar & Associates
8833 Beverly Blvd.
Carroll Sagar Office Interiors
8751 Beverly Blvd.
Sallee Carpet Looms, Inc.
144 N. Robertson Blvd.
Herman Schlorman Showrooms
8820 Beverly Blvd.
F. Schumacher & Co.
146 N. Robertson Blvd.
Sinclair Wallcoverings
144 So. Robertson Blvd.
Stroheim & Romann
133 N. Robertson Blvd.
Stuart Scott
405 N. Robertson Blvd.
Styles Espana
115 N. Robertson Blvd.
Tempo Asia Carpets
164 N. Robertson Blvd.
Vego Fabrics/Int'l. Imports
144 N. Robertson Blvd.
Viertex Sales
113 So. Robertson Blvd.
Walter Fabrics
105 N. Robertson Blvd.
Webb Textiles, Inc.
468 N. Robertson Blvd.
Lee L. Woodard Sons, Inc.
8924 Beverly Blvd.

Robertson Center Association

THE WEST'S LARGEST
CONCENTRATION OF
RESOURCE SHOWROOMS

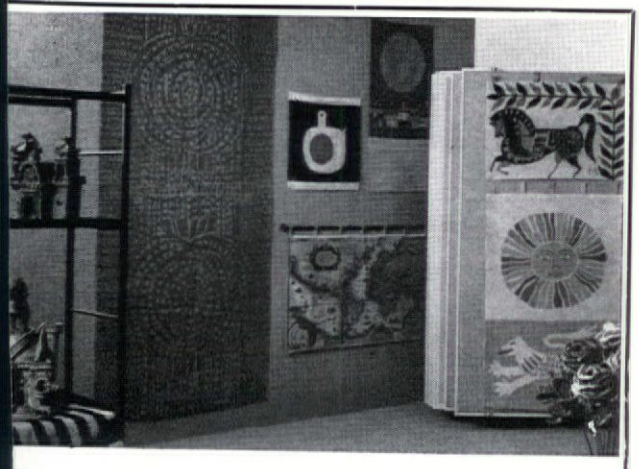
℞

RECOMMENDED
PRESCRIPTION
FOR
ALL
INTERIOR DESIGN

FOR ADDITIONAL INFORMATION WRITE: ROBERTSON CENTER ASSOCIATI
ATTENTION: JANE LOWRY, EXEC. SECTY., 410 NORTH ROSSMORE, LOS ANGELES, CALIF. 90

Circle No. 75 on product card facing P. 188

Circle No. 76 on product card facing P. 188

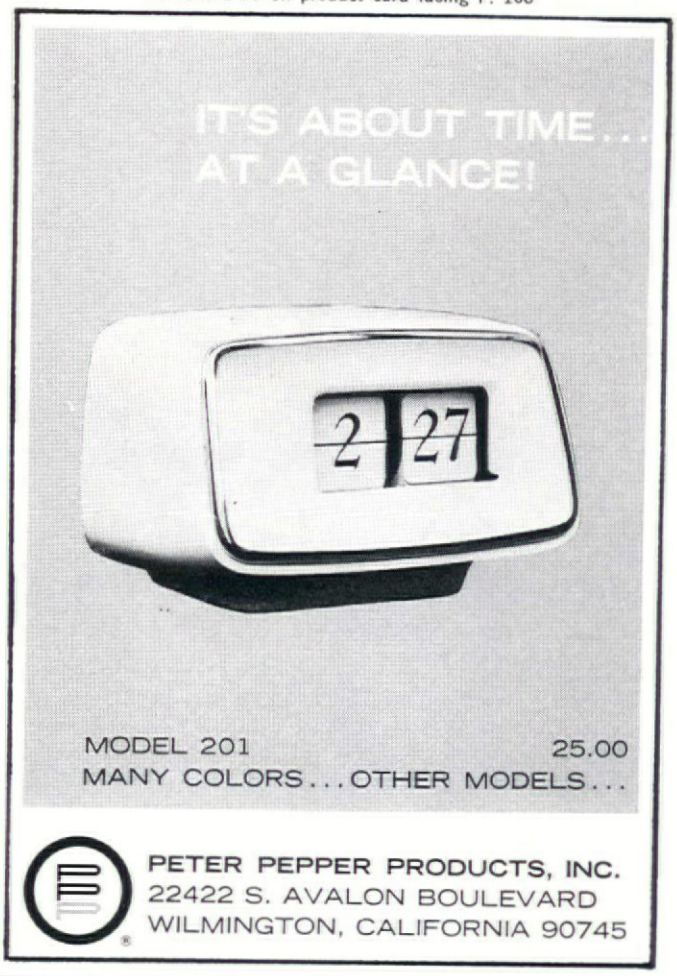


ERA is a unique organization dedicated to the design and distribution of handcrafted products for the home and office. Featured are award winning designs of EVELYN and JEROME ACKERMAN, names synonymous with outstanding design in many fields. Tapestries of many styles and techniques — cabinet hardware — wood carvings — plaques — other unusual accessories.

ERA

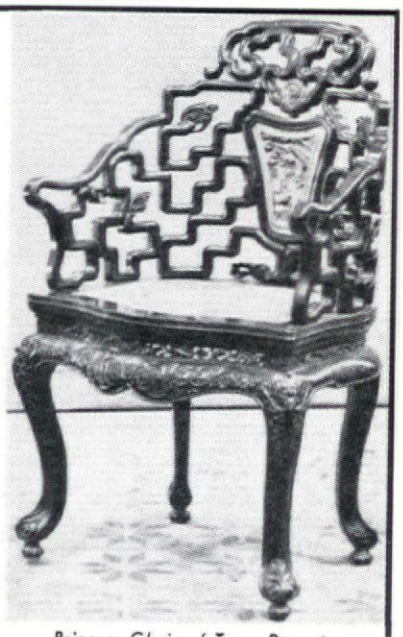
817 BEVERLY BLVD. • LOS ANGELES, CALIF. 90048

Circle No. 78 on product card facing P. 188



PETER PEPPER PRODUCTS, INC.
22422 S. AVALON BOULEVARD
WILMINGTON, CALIFORNIA 90745

CHINESE
ART
FURNITURE
CUSTOM MADE
TO ANY
SPECIFICATIONS



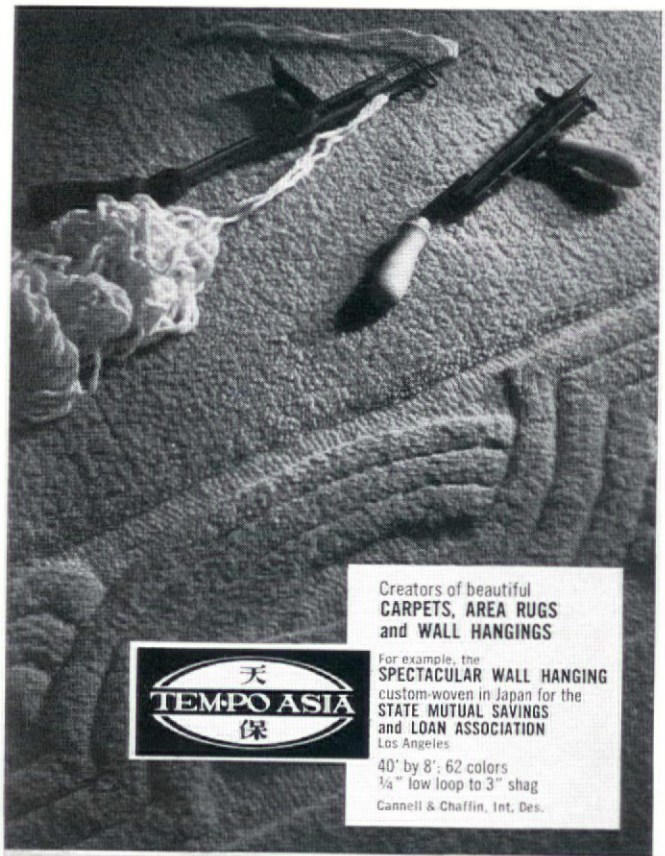
Princess Chair of Tang Dynasty

Let us show you some of our collection artfully created by senior craftsmen with us since our early days in Peking

J. L. GEORGE & CO.

LOS ANGELES: 8785 BEVERLY BLVD. • PH.: 657-3511
EST. IN 1911 • SHOWROOMS IN NEW YORK AND HONG KONG

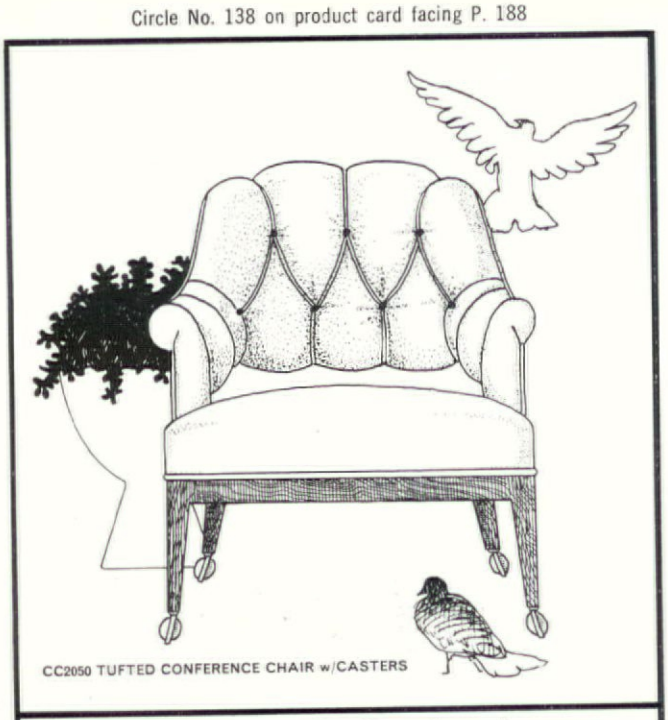
Circle No. 77 on product card facing P. 188



TOYO RUG CO., LTD.
SHOWROOM: 164 N. ROBERTSON • LOS ANGELES, CALIF.
NEW YORK • CHICAGO • DALLAS

Circle No. 79 on product card facing P. 188

Circle No. 138 on product card facing P. 188



CC2050 TUFTED CONFERENCE CHAIR w/CASTERS

Cal Mode Contract

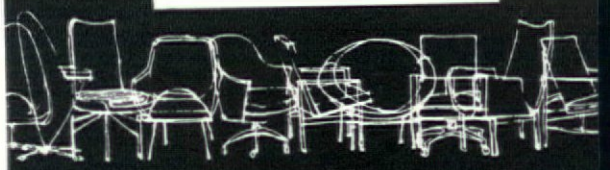
New York: Robert E. Benjamin Inc. 306 E. 61st St.
Minneapolis: Roy E. Eller & Assoc. 4508 Hibiscus Ave.
St. Louis: Richard Hansberger & Assoc. 4663 Maryland Ave.
Dallas: Bill Wrightsman & Assoc. Dallas Trade Mart.
Seattle: L. K. Nommensen & Assoc. Pac. Northwest Furniture Mart
San Francisco: Alvin Cole Assoc. Western Merchandise Mart
Los Angeles: Peter Pepper Assoc. 8899 Beverly Blvd.
Denver: M & C Sales, Denver Merchandise Mart

Factory: 9909 W. Jefferson Blvd., Culver City, California • UP 0-7041

Circle No. 139 on product card facing P. 188

∞ CHAIRS UNLIMITED





8815 BEVERLY BLVD. • LOS ANGELES • 878-5

Circle No. 140 on product card facing P. 188

THE TRADEMARKS
FOR **QUALITY**
AND **SERVICE**

KAMOLA

Menlo Textiles
custom loomed

DESIGNERS &
MANUFACTURERS
of

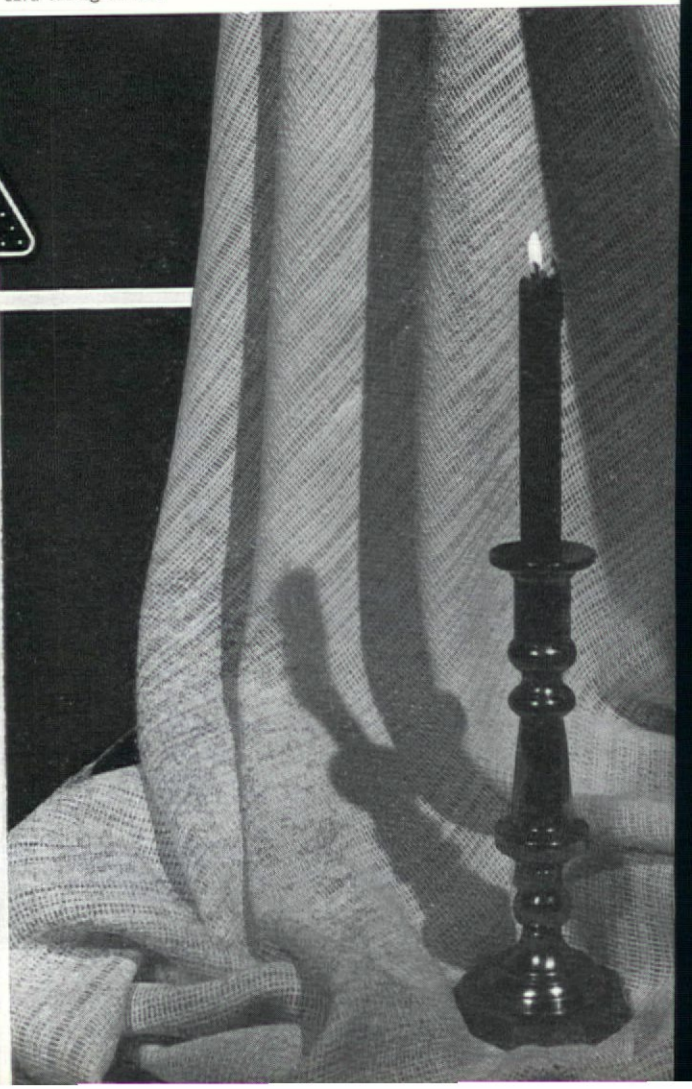
CUSTOM-LOOMED FABRICS
in a great variety of weaves and textures

COMPLETE CONTRACT FACILITIES

Leading architects specify nationwide
CALIFORNIA WOVEN FABRICS
for important buildings in every state.

Shown in picture is:
FLAME RETARDANT VEREL FABRIC Style #ST 100
used throughout the new MARINE BLDG. in N.Y.

All orders are woven to specifications
under the supervision of TEOFIL O. KAMOLA, Pres.

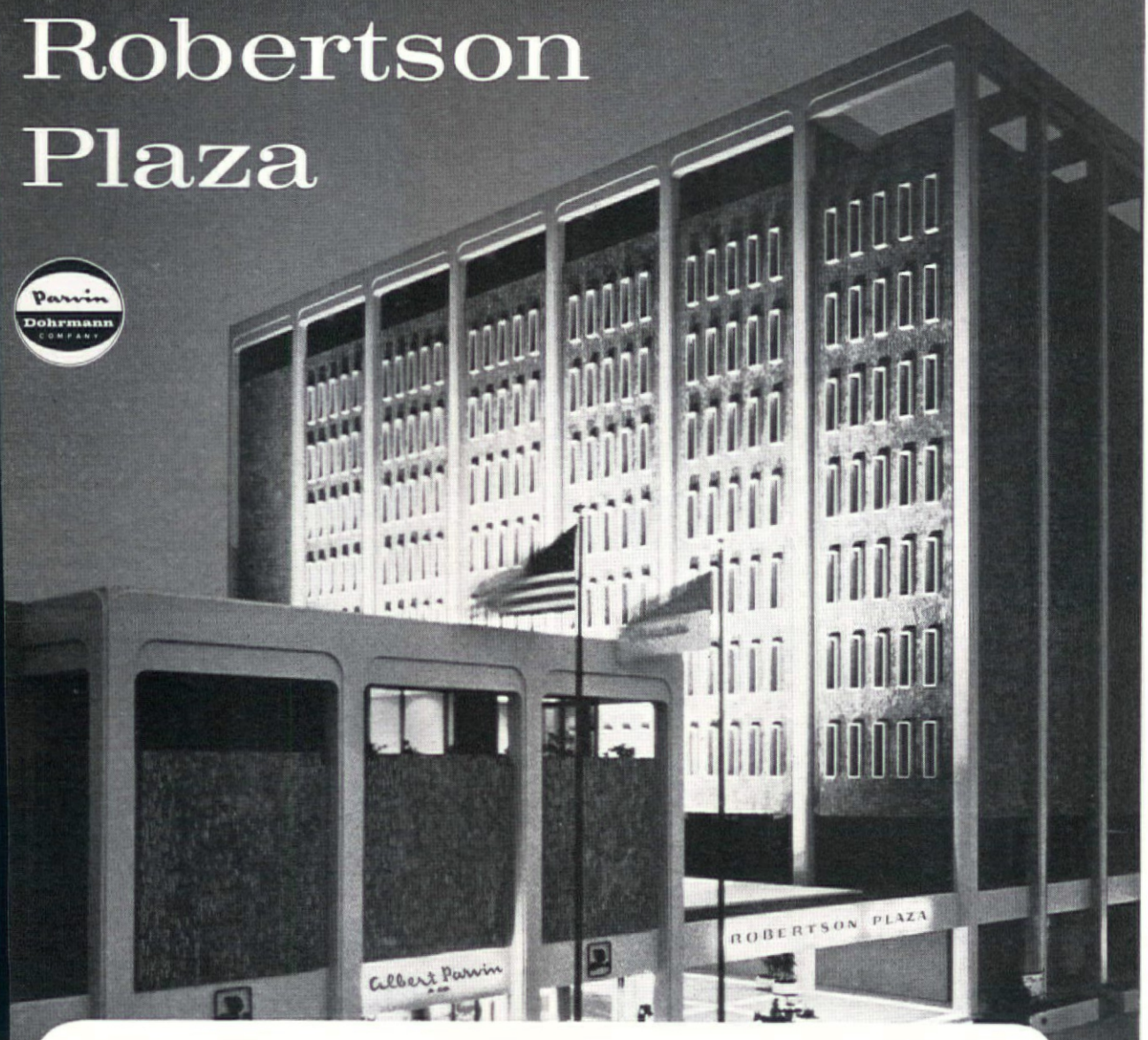


CALIFORNIA WOVEN FABRICS CORP.
MILL & OFFICE: 2117 PONTIUS AVE./LOS ANGELES, CA. 90025

Decorator Showroom:
154 N. ROBERTSON BLVD., LOS ANGELES, CALIF. 90048

NOW READY FOR OCCUPANCY

Robertson Plaza



WEST COAST CENTER OF THE CONTRACT AND DECORATIVE FURNISHINGS INDUSTRY

is, unmistakably, Robertson Plaza in Los Angeles. This magnificent building is the focal point for buyers in the West's leading decorative center. It offers the finest and most luxurious office and display areas as well as the ultimate in convenience and efficiency, including subterranean parking facilities for several hundred cars. More than 125,000 square feet have already been leased by leading firms in the industry, including Albert Parvin & Company, E. T. Barwick, General Electric and the Dohrmann Company. Your firm, too, belongs in Robertson Plaza—116 North Robertson Boulevard—the industry's most prestigious address.

for information

BERT J. FRIEDMAN ASSOCIATES

Realtors • Leasing Agents to the California Decorative Industry

8900 BEVERLY BOULEVARD/LOS ANGELES, CALIFORNIA 90048/PHONE: (213) 273-4555

Circle No. 141 on product card facing P. 188



476 Sable Garden

You bring the building... we'll bring the flowers

Keep a garden at your fingertips. When the Everthine catalog is in your files, you may offer your client a choice of the ultimate in fine handcrafted plants, trees, flowers and accessories. Write for it today.

EVERTHINE

Circle No. 85 on product card facing P. 188

ANYTHING Your Heart Desires in



CUSTOM CARPETING
100% VIRGIN WOOL

SALLÉE

MANUFACTURERS OF QUALITY CUSTOM CARPETI
144 North Robertson Blvd., Los Angeles, Calif. 900
REPRESENTATIVES IN: New York, Chicago, Dallas, San Francis
Amarillo, Seattle, Portland, Salt Lake City, Honolulu.



TERRA

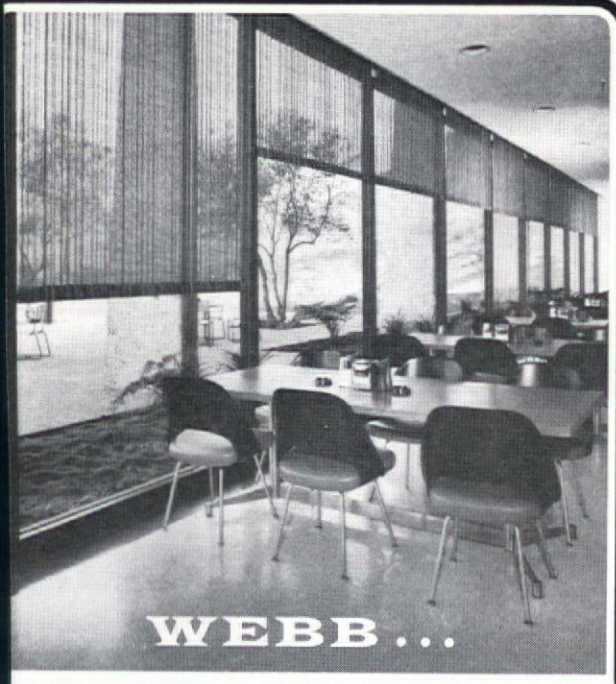
LOS ANGELES	KNEEDLER FAUCHERE
SAN FRANCISCO	KNEEDLER FAUCHERE
CHICAGO	JOHN STRAUSS
NEW YORK	LUTEN CLAREY & STERN
DALLAS	E. C. DICKEN
ATLANTA	PAUL B. RAULET

CATALOG AVAILABLE UPON REQUEST TERRA 8201 BEVERLY BLVD., LOS AN

Circle No. 86 on product card facing P. 188

CONT

Circle No. 87 on product card facing P. 188



WEBB...

CONSTANTLY NEW DIRECTIONS

WINDOW MECHANISM units-North American Science Center, California... Albert C. Martin Associates

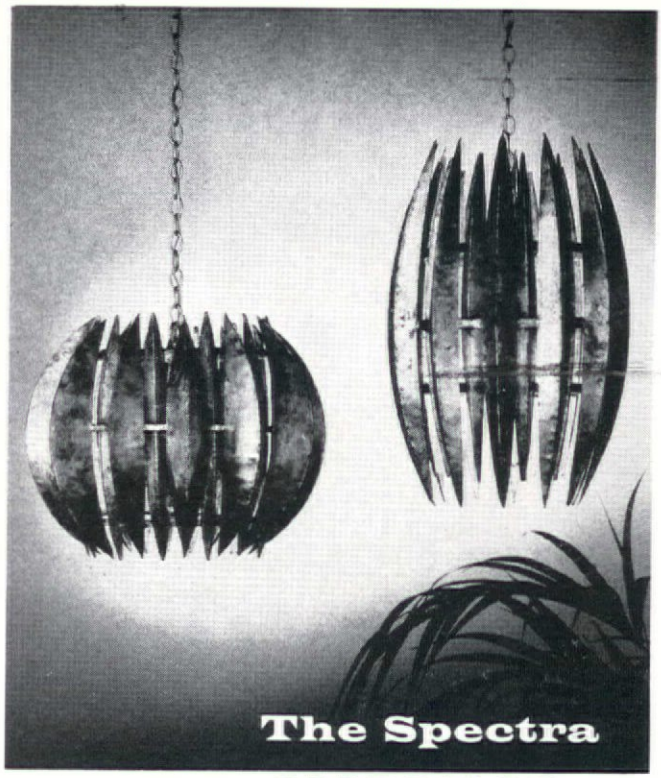
See your telephone book for nearest showroom.

WEBB TEXTILES INC

WEBB ARCHITECTURAL IRON GRILLS

910 NORTH LINCOLN AVENUE, PASADENA, CALIFORNIA 91103

Circle No. 88 on product card facing P. 188



The Spectra

Uniquely MORRISON

347 FREMONT ST., RINCON HILL
SAN FRANCISCO, CALIF. 94105

Circle No. 89 on product card facing P. 188

Striasol

Designed by Albert Richard Stockdale

oven of HEAVY LINEN highlighted by wheat

IN BLENDED COLORS

9' WIDE - WALLS WITHOUT SEAMS

Sun-Shades

An A.I.D. Award

Hand-woven of Japanese grasses

nd-rubbed Bamboo poles Top & Bottom

Diffusing light - enhancing view

Transparent Roman fold-up

WIDTHS UP TO 134"



rad Imports

714 Sansome Street, San Francisco 94111

Representation Throughout the Country

California: Superstate

THE MARKETPLACE



1



2



4



3

Jackson Square

Steeped in history and tradition, the colorful area of San Francisco known as Jackson Square—encompassed by Jackson, Washington, Montgomery, Sansome, Pacific, and Battery Streets—was once the gold rush city's bustling, booming, and infamous Barbary Coast waterfront area. Today, it is the center for nearly 100 furnishings showrooms, including many of the top sources for contract. The brick and granite buildings located in the section, which borders on the city's financial district, the North Beach nightclub strip, and the Golden Gate Renewal project, are among the oldest in San Francisco, surviving the earthquake of 1864 and the great quake and fire of 1906. Many of the old wood beams in these buildings are ships' masts, taken from the vessels which streamed to the port in the 1840-1860 gold rush era. Granite and bricks used were, in many cases, the ballast from these same ships.

The oldest building in the district is 472 Jackson, now occupied by Don Rumsey & Associates, West Coast representative for a number of leading fabrics, wallcoverings, and furnishings lines. It was the original Sherm Bank, founded by General Will Tecumseh Sherman in 1849. Anot landmark is the elegant Kneed Fauchere building at 451-461 Jack which has been designated by American Institute of Architects a building worthy of preservation.' was built by Anson Persons Hotal early California merchant, and bec the famous Hotaling's Distillery. building at 432 Jackson was form the French consulate, and prior to when it had five stories rather the present two, was the old Tren Hotel. On Hotaling Place, rece paved and landscaped, is the McG building, a Wells Fargo livery st in the pioneer days. Knoll Associ 732 Montgomery, occupies two f of what was the Golden Era We building, erected in 1857. Among showroom buildings are distinctiv fices for designers, architects, ad tising agencies, and other professio At 722-728 Montgomery is the his Belli building, which was the si California's first Masonic lodge, The beautifully restored red building now serves as law o





7





8

nationally prominent attorney, rvin Belli.

he emergence of Jackson Square a showroom area came after World r II, when Ted Griffith of Regency use, Harry and Dorothy Lawenda Kneedler-Fauchere, and John Mcre of the McGuire Company sought a section of the city which would uitable as a showroom center. The buildings in the district had been wed to deteriorate, but had great itectural assets and were located compact area. In 1952, this group others interested in forming a vroom district acquired a number he old buildings and began the exive restorations needed. A nucleus was formed, and the district cones to attract additional showrooms tenants in related design fields. e 60 exhibitors are members of active Jackson Square Association, n-profit organization which works romote the area as a showroom er, establish showroom sales ies, and to preserve the architecand esthetic values which have e Jackson Square a favorite showcenter in the west. (**C**)

9



10



11



1 *Hotaling Place, a charming mews dating back to mid-1800's, is lined with furnishings showrooms.* 2 *Unusually modern for the area, this showroom building equals the charm of the Belli Building,* 3 *an historic landmark in Jackson Square.* 4 *In separate buildings, Stroheim & Romann fabric showroom and Kneedler-Fauchere.* 5 *Renovated showroom buildings of Don Rumsey and Scalamandre Silks, noted fabric house.* 6 *On Battery Street, the Berven Building contains showrooms, sales and executive offices for Berven of California carpet mill.* 7 *Greeff fabric showroom.* 8 *McGuire Building, one of the first showroom facilities in Jackson Square.* 9 *Don Rumsey fabric department.* 10 *Room settings in Knapp & Tubbs showroom.* 11 *Entrance detailing, featuring Stockwell Wallpaper, important contract supplier.*

Circle No. 90 on product card facing P. 188

It is with great pleasure

we announce the opening of our new

SEATTLE SHOWROOM

at 120 Belmont Avenue East
(206) EAst 2-0930

Featuring a complete selection of
quality wallcoverings, fabrics and accessory items

d a R DON RUMSEY ASSOCIATES
472 Jackson St. • San Francisco 94111 • YUkon 2-0943
120 Belmont Avenue East • Seattle 98102 • EA 2-0930

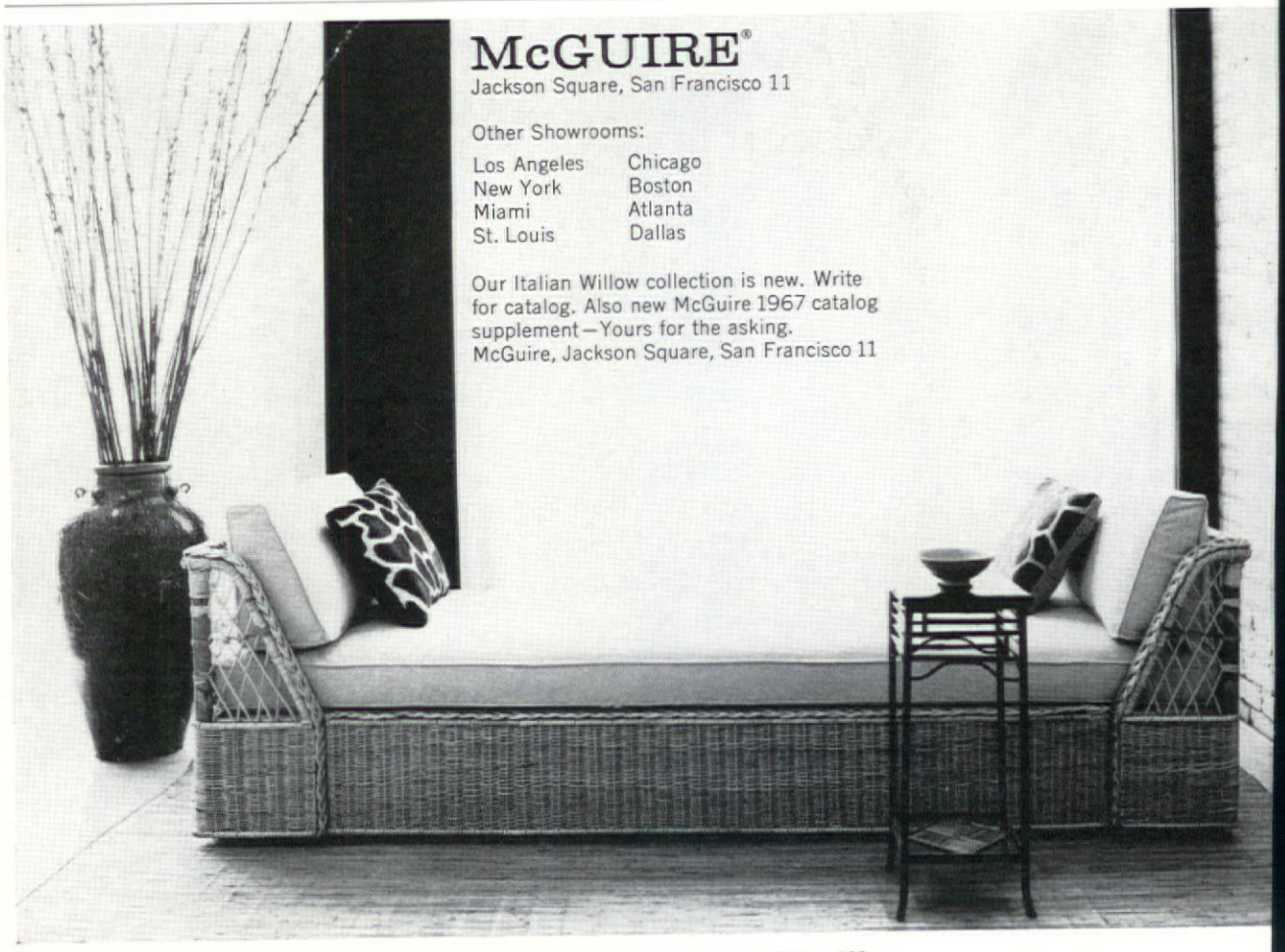
CONTRACT SHOW
NEW YORK COLISEUM
APRIL 25-27
SHOW

Are there several persons in your firm who read

CONTRACT

Don't wait to have CONTRACT "routed" to you each month. Assure receipt of your personal copy by filling out and mailing the prepaid subscription postcard inserted in this issue, or write directly to:

CONTRACT
Subscription Dept.
7 East 43 Street
New York, N.Y. 10017



McGUIRE®
Jackson Square, San Francisco 11

Other Showrooms:

Los Angeles	Chicago
New York	Boston
Miami	Atlanta
St. Louis	Dallas

Our Italian Willow collection is new. Write for catalog. Also new McGuire 1967 catalog supplement—Yours for the asking.
McGuire, Jackson Square, San Francisco 11

Circle No. 91 on product card facing P. 188



LINEN FOR EVERY PURPOSE

One of the largest selections of imported linens can be seen at Henry Calvin Fabrics. A vast assortment of exclusive designs in casements, drapery, upholstery linens and linen wall coverings for home and contract. All stocked in San Francisco.

HENRY CALVIN FABRICS

412 JACKSON STREET — SAN FRANCISCO 11, CALIFORNIA

EEDLER-FAUCHERE
N. ROBERTSON BLVD.
S ANGELES

PEDLAR & CO.
2610 FAIRMOUNT STREET
DALLAS

MES M. CUNNINGHAM
39 MERCHANDISE MART
CAGO

KATZENBACH & WARREN
420 BOYLSTON STREET
BOSTON

TZENBACH & WARREN
5 MADISON AVENUE
W YORK

ROBERT S. COLLINS
120 N. E. 39TH STREET
MIAMI

ROBERT S. COLLINS
1616 WALNUT STREET
PHILADELPHIA

Circle No. 92 on product card facing P. 188

Circle No. 93 on product card facing P. 188

Your Customers Will Flip Over Our Flip-Top Table!



Good looking anywhere, and so practical where space is a problem. Closed, the 32" x 32" top is an ideal game table. For breakfast or a buffet, it opens to 32" x 64". The top is plastic, and the price is delightfully low.

#32 Danish in regular or oil walnut finish.

#832 Italian styled for our La Villa group in slightly distressed fruitwood

Western Merchandise Mart, San Francisco Mart Warehouse, Seattle
Los Angeles Home Furnishings Mart

HOLMAN MANUFACTURING CO.
Box 822 Pittsburg, Texas

"probably the slowest made line in the southwest"

Greeff

the name to remember for distinctive contract

FABRICS
WALLPAPERS
CARPETS

Special attention to individual requirements.

Greeff FABRICS, INC.
607 Sansome
San Francisco, Calif. 94111
(415) 982-4815

THE MARKETPLACE



4



5

Western Merchandise Mart



2



3



1

Tracing its beginnings back to 19
Western Merchandise Mart in S
Francisco has long been a major sho
room center for the furnishings
dustry. Recent actions have been tak
to strengthen its already prominent r
as a major source showroom center
contract, as well as residential, fu
ishings. According to Mart gene
manager Henry A. Adams, the ent
fourth floor, containing 80,000 sq.
is now being developed specifically
a center for the display of contr
lines. Also, a full-time contract
partment, headed by merchandise c
sultant Martha Clements, has been
tablished to assist contract design
furnishers, and their customers
come to the Mart to view cont
lines. The Mart's showroom direct
now includes more than 3,500 factor
and the immense 11-story struct
also includes several bars and
taurants, legal and insurance office
bank, a post office branch, barber s
and advertising agencies.

Open year around, with Fridays
ing the traditional "buyer's day"
with many showrooms mar
through the week as well, the
draws thousands from the 13 Wes
states for its semi-annual market d
In recent years, all lobby and corr
areas have been renovated, the des
being those of some of San Franci
most famous architects and interior
signers. In recent years, the Mart
sponsored special contract semi
and has plans to continue these
sions in the future, according
Adams. (C)



6



7



8

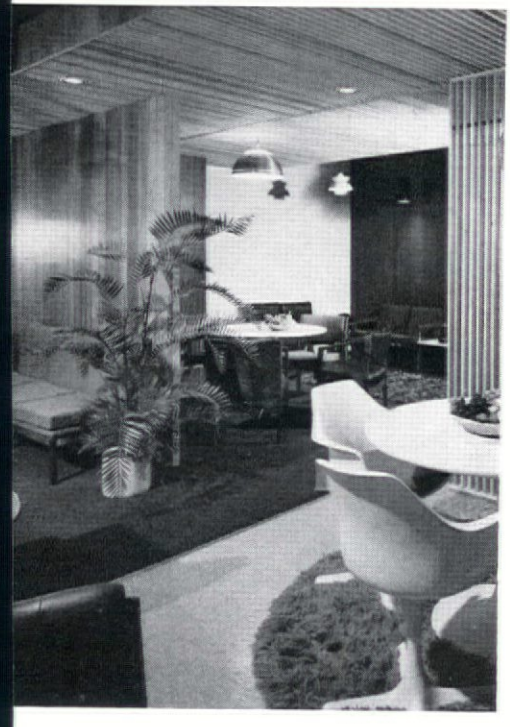


9



10

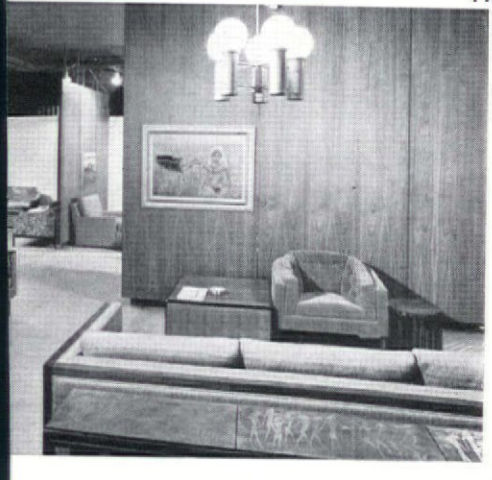
11



14

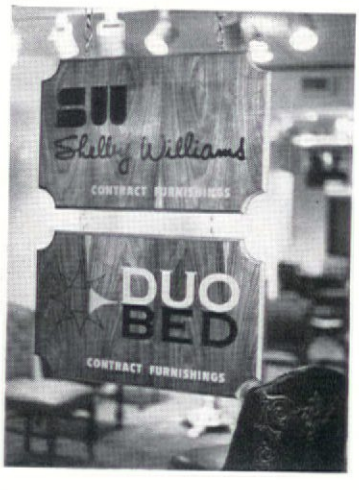


12



13





Reading clockwise on these two pages: **1** *Western Merchandise Mart, with recently renovated main lobby* **2** *and fifth floor lobby* **3**. *Among thousands of firms exhibiting:* **4** *Fontana & Assoc., with Nemschoff Chairs, Scandiline Furniture.* **5** *Dependable upholstered, dining, occasional furniture.* **6** *Bigelow rugs, carpets.* **7** *Alvin Cole, representing Affiliated Craftsmen, Cal-Era furnishings, Cal Mode Contract office lines, Distinctive Desk Mfg.* **8** *Ruben, with Cleinman Furniture, Dellinger carpets, Motif Furniture sofa-beds, Tri-Mark tables, Design Accessories, Savnik carpets.* **9** *Vista Furniture, Costa Mesa Div., and Beelner & Thomas combine upholstered and occasional furniture, casegoods, desks.* **10** *Brown-Saltman dining, bedroom, occasional furniture.* **11** *American of Martinsville contract div. casegoods, upholstered lines and Phil-Mar lamps.* **12** *Shelby Williams of California, restaurant seating.* **13** *F. Schumacher fabrics and rugs.* **14** *Metropolitan Furniture upholstered, dining, occasional lines.* **15** *Burke /Brunswick contemporary dining tables and Madison Furniture occasional tables, sofa beds, dining chairs.*

Bring-the-Gang-Along Coupon

- ☐ 1. Is San Francisco ready for us? Hotel reservations, please.
- ☐ 2. Send me your free "Instant San Francisco" kit of maps & brochures.
- ☐ 3. My kids want a toy San Francisco cablecar, so I enclose $1.

Name_____

Address_____

City_____ State_____ Zip_____

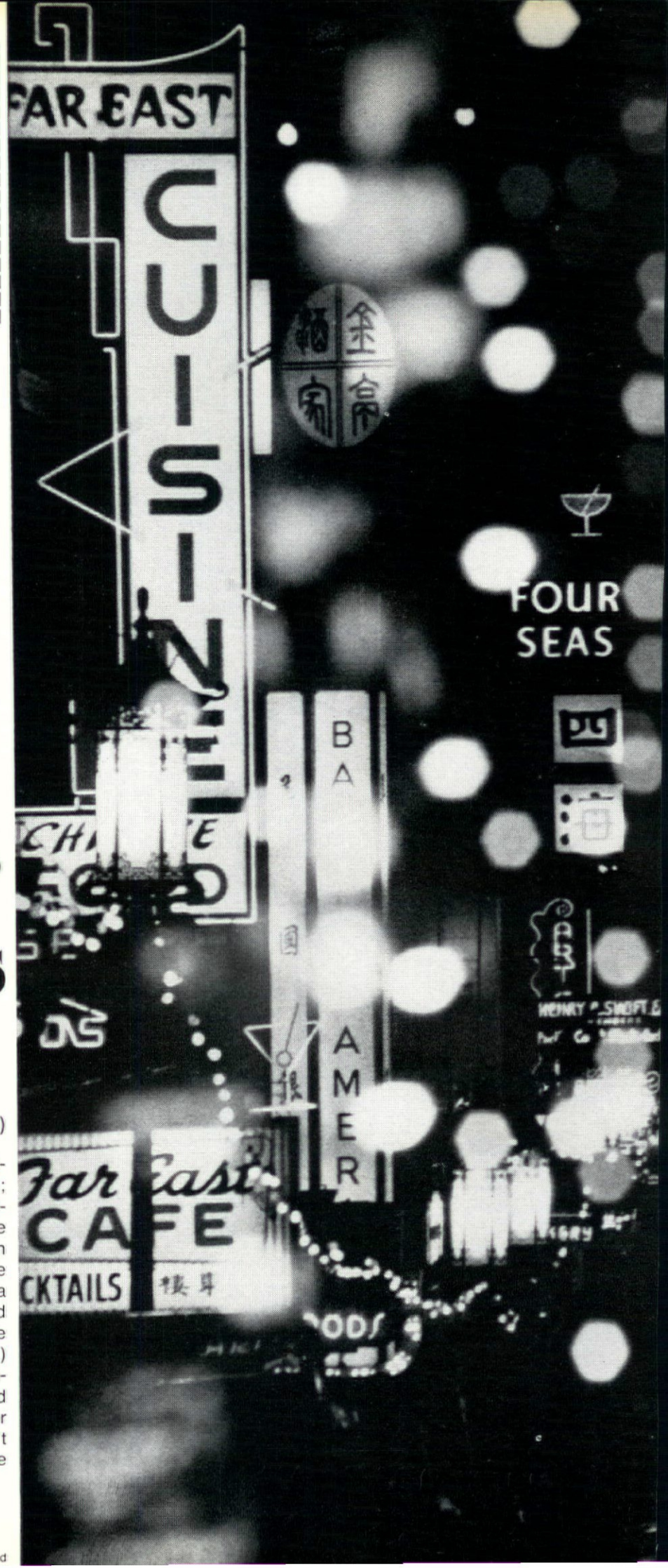
WESTERN MERCHANDISE MART
1355 Market St., San Francisco, CA 94103

This summer, be a good guy.

Bring your wife & kids to Market.

(It's July 24-28 in cool San Francisco)

Then turn 'em loose. Send them to Chinatown (15¢ and 2 minutes by Cable Car); to hip "happenings", Ocean Beach picnics, posh theatres, strolls across the Golden Gate Bridge, and free concerts in a gum-tree grove. Meanwhile, back at The Western Merchandise Mart, Market's a breeze for you. You'll float down carpeted halls. Lunch in Fern Court, (where wine fountains, violins, and pretty girls play.) *And* shop the Mart's high, wide, and then-some collection of top lines from East and West. After hours, join the group for disco-dancing and nightclubs that can't be topped. To get started, just clip the coupon up top.



It's easy to Orient yourself in San Francisco. Swing aboard

e No. 94 on product card facing P. 188

Circle No. 95 on product card facing P. 188


Country Club


Clipper Lantern


Suburban Williamsburg


Country French


Plantation


Continental

America's largest collection: *Classic Lighting* with the *Suburban Look*

MORE THAN 75 NEW DESIGNS HAVE
JUST BEEN ADDED TO OUR SELECTION!

SEND FOR YOUR FREE COPY OF
OUR SUPERB NEW COLOR CATALOG

Georgian Art Lighting Designs, Inc. *(formerly Georgian Art Metal Manufacturing Co.)*
P.O. BOX 325 / LAWRENCEVILLE, GA 30245

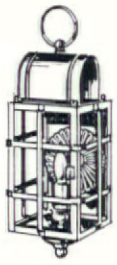

Inn Keeper


Cameo


Country French Chandelier


French Towne House


Virginian


American Provincial

Circle No. 96 on product card facing P. 188

TRI-MARK DESIGNS



WRITE FOR BROCHURE
TRI-MARK DESIGNS
1006 Arch St., Phila., Pa.

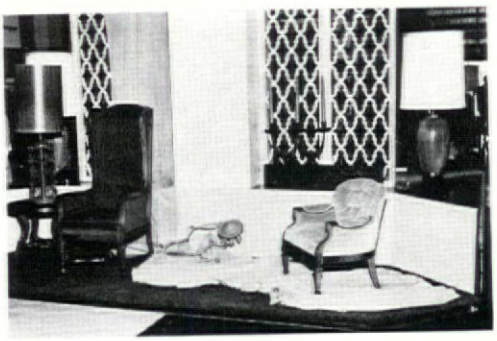
DINING/GAME TABLE with GENUINE SADDLE LEATHER ARM CHAIRS—AVAILABLE IN 5 FINISHES

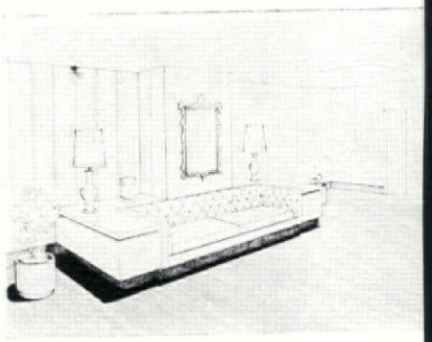
California: Superstate

THE MARKETPLACE



Los Angeles Home Furnishings Mart.







Lobby vignettes (two above) by tenants.

Orcco Industries showroom, just one of 600 in the Mart.



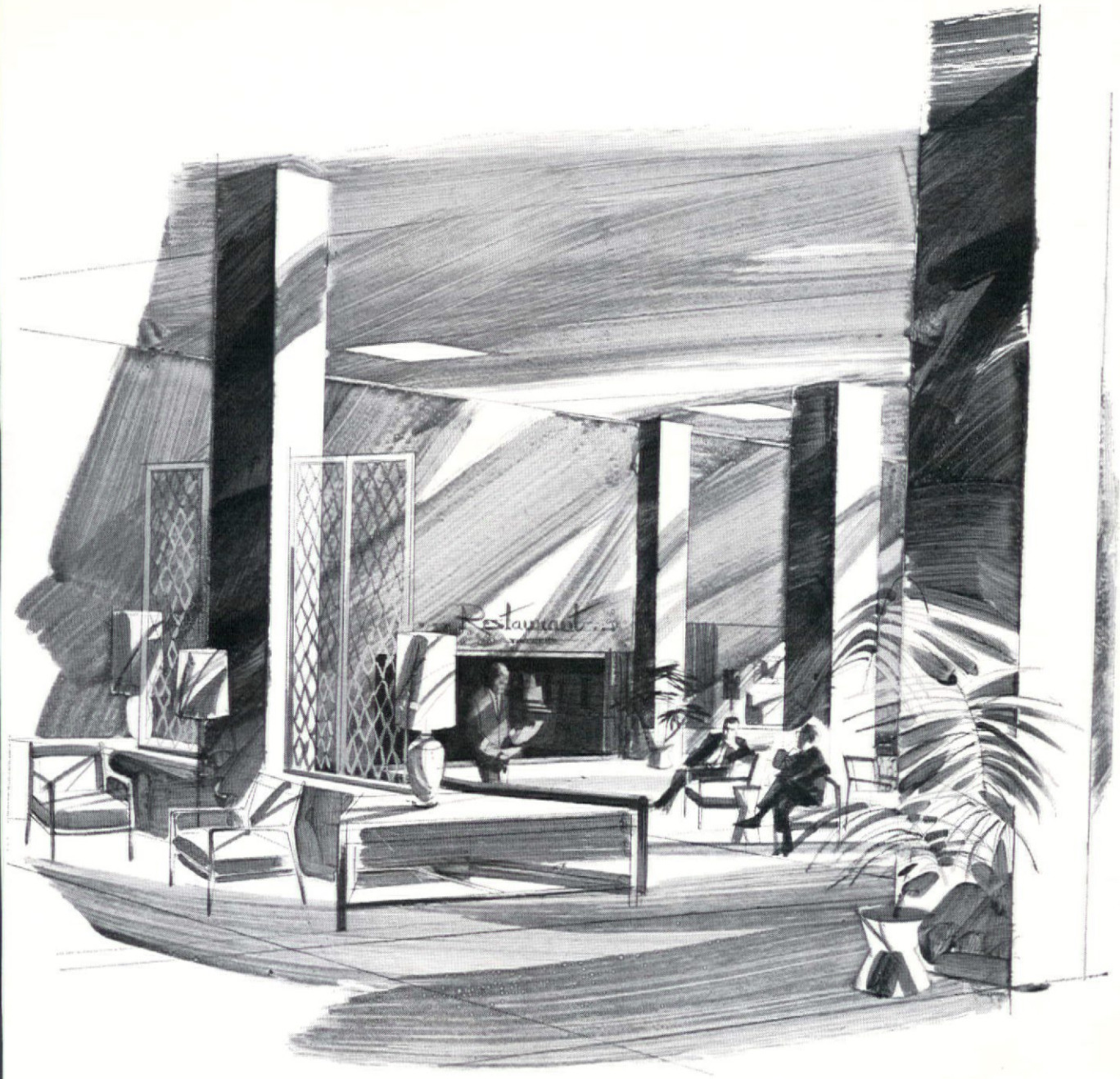
Evolving rapidly from modest beg nings in 1934, Los Angeles Ho Furnishings Mart today houses showrooms displaying nearly 2,400 li of furnishings, both contract and re dential. Plans are underway to su stantially expand the 13-story, 900,0 sq. ft. facility completed in July 1958 and to renovate existing sho room building facilities.

When the present $7.35 million bui ing was opened in 1958, it was o 50 percent occupied. Today, accord to managing director Eddy S. Feldm there is a waiting list of prospec exhibitors and specific expansion p will be announced soon. Comple air conditioned at a cost of more t $1 million in 1964, many lobby corridor areas (see rendering abo are now being renovated under rection of the Los Angeles design of Will Ross, Inc., with designer R ard Bird supervising.

To accommodate heavy desig buyer traffic in the burgeoning so ern California area, the Los Ang Mart runs a more active "market schedule than most other marts: six-day semi-annual market week January and July, every Friday 9 every first Thursday of the mo 4:30 to 10 p.m. And, as an additi exposure "bonus" for exhibitors, Mart maintains a special lobby dis area, where in three displays app imately 20 exhibitors' lines are sh at no additional charge to the te These displays are changed month. Another Mart service newsletter, circulated regularly t hibitors, to keep them abreast of trends of importance to the furnis field. (C)

Los Angeles Home Furnishings M

CONT



THE CREATIVE MARKET

In the West, creative merchandising centers at
the Los Angeles Home Furnishings Mart

Serving Retailers • Interior Designers • Contract Buyers • Architects

LOS ANGELES HOME FURNISHINGS MART

First Thursday Night and Friday Markets

Broadway at Washington • 749-7911 • Entrance by Photopass

Circle No. 97 on product card facing P. 188

SUPPLIERS

AN ALPHABETICAL LISTING OF CONTRACT MANUFACTURERS SUPPLYING FURNISHINGS AND FURNITURE FOR THE INSTALLATIONS FEATURED IN THIS LANDMARK ISSUE.

A.B.C. Letter Arts (graphics), 1623 S. Vermont Ave., Los Angeles, Calif.
A-E Furniture Co. (furniture), 1107 Olive Dr., Los Angeles, Calif.
AMV, Inc. (accessories), 136 Brownell, Birmingham, Mich.
Aaron Bros. (pictures, frames), 960 N. LaBrea Ave., Los Angeles, Calif.
Adams Vinyls & Leathers, Inc. (wallcoverings, upholstery), 50 Amor Ave., Carlstadt, N. J.
American Awning & Blind Co. (awnings), 7761 Santa Monica, Los Angeles, Calif.
American Chair Co. (furniture), 911 N. 11 St., Sheboygan, Wisc. 53081
American Cyanamid Co., Fibers Div. (Creslan carpet fiber), 111 W. 40 St., New York, N. Y. 10018
American Leather Mfg. Co. (upholstery), 250 Passaic St., Newark, N. J. 07104
American of Martinsville (furniture), Hairston St., Martinsville, Va.
American Needlecrafts, Inc. (bedspreads), 979 Third Ave., New York, N. Y. 10022
American Seating Co. (auditorium seating), 901 Broadway, N.W., Grand Rapids, Mich. 49502
Amtico Flooring Div., American Biltrite Rubber (resilient flooring), Trenton, N. J.
Angelus Carpeting (carpeting distributor), 8380 Melrose, Los Angeles, Calif.
Architectural Pottery (planters), 2020 S. Robertson Blvd., Los Angeles, Calif.
Armstrong Cork Co. (acoustical tile), Liberty & Mary Sts., Lancaster, Pa.
Art Metal (furniture), Jones & Gifford Aves., Jamestown, N. Y.
Artes de Mexico Internacionales, Inc. (furniture, chandeliers), 163 Pittsburgh St., Dallas, Tex.
Baker Furniture Inc. (furniture), 35 Milling Rd., Holland, Mich.
Barnard & Simonds Co., Inc. (furniture), 1530 Blaine Ave., S.E., Grand Rapids, Mich.
E. T. Barwick Mills (carpeting), 5025 New Peachtree Rd., Chamblee, Ga.
Beelner & Thomas (furniture, fixtures), 10135 E. Rose St., El Monte, Calif.
Bergen Rug Mills (carpeting), 645 Battery St., San Francisco, Calif.
Beverly Hills Rattan, Inc. (furniture, fixtures), 2100 Signal Rd., San Pedro, Calif.
Beverly Interiors (furniture), 1801 Wilshire, Los Angeles, Calif.
Bigelow Sanford Carpet Co., Inc. (carpeting), 140 Madison Ave., New York, N. Y.
E. C. Bondy Wallpaper Co., Inc. (fabric distributor), 951 E. Green Pas., Los Angeles, Calif.
Louis Bowen Inc. (wallcoverings), 979 Third Ave., New York, N. Y.
A. B. Boyd Co. (wallcoverings), 763 E. 14, Los Angeles, Calif.
Breyfogle Drapery Service (draperies), 393 Fourth, San Francisco, Calif.
B. Brody Seating Co. (furniture, fixtures), 5620 Bloomingdale, Chicago, Ill.
Brown-Jordan (furniture), 9860 Gidley St., El Monte, Calif.
Brunschwig & Fils (draperies, upholstery), 979 Third Ave., New York, N. Y.
Burke, Inc. (furniture), 5140 Westmoreland Rd., Dallas, Tex.
Burke Rubber Co. (resilient flocring), 2250 S. 10, San Jose, Calif.
C.B.S. Furniture (furniture, fixtures), 3310 S. Main, Los Angeles, Calif.
Cabin Crafts, Inc. (carpeting, cushions), Dalton, Ga.
Cal Partitions Inc. (movable partitions), 461 N. Eucalyptus, Inglewood, Calif.
California Woodcarving Co. (dimensional letters), 1123 Howard, San Francisco, Calif.
Cal-Mode Furniture Mfg. Co. (furniture, custom millwork), 9909 W. Jefferson Blvd., Culver City, Calif.
California Woven Fabrics (draperies), 2117 Pontius Ave., Los Angeles, Calif.
Callaway Mills Inc. (carpeting), LaGrange, Ga.
Calvin Henry Fabrics (fabrics, upholstery), 412 Jackson, San Francisco, Calif.
Cambridge Tile Mfg. Co. (ceramic tile), Box 71, Cincinnati, Ohio 45215
S. J. Campbell Co. (furniture), 1750 Wrightwood Ave., Chicago, Ill.
Carr Lighting Co. Inc. (lighting fixtures, chandeliers), 1831 N. Main St., Los Angeles, Calif.
Carrara Marble Co. of Calif., Inc. (imported marble), 8653 E. Gar South San Gabriel, Calif.
Marge Carson, Inc. (upholstered furniture), 2660 River, South Gabriel, Calif.
Carson-Johnson, Inc. (furniture, fixtures), 1835 Floradle, South Monte, Calif.
E. C. Carter & Son Inc. (curtains), 150 Midland Ave., Port Che N. Y.
Cartier Mills Inc., div. David & Dash (draperies, bedspreads), 244 Miami Ave., Miami 37, Fla.
Casella Lighting Co. (light fixtures), 24 Bluxome, San Francisco, 94107
Cederquist Showcase & Cabinet Co., Inc. (fixtures), 12060 E. Flore Santa Fe Springs, Calif.
Celotex Corp. (acoustical tile), 120 N. Florida Ave., Tampa, Fla. 3
Cervitor Kitchens Inc. (compact refrigerators), 1342 N. Tyler, Sou Monte, Calif.
Chairmasters, Inc. (furniture), 200 E. 146 St., Bronx 51, N. Y.
Chairs Unlimited (furniture, fixture distributor), 8815 Beverly, Angeles, Calif.
Chamco Blocks & Materials Inc. (split face blocks), 855 Meri Duarte, Calif.
Chapman Mfg. Co. (lamps), 481 W. Main St., Avon, Mass.
Charles Co., Inc. (lamps), 1349 S. Main St., Los Angeles, Calif. 9
S. Christian of Copenhagen (furniture), 225 Post St., San Francis Calif.
Chromodern Chair Co. (furniture, fixtures), 4920 S. Soto, Los An Calif.
Clarence House Imports (wallcoverings, draperies), 451 Jackson, Francisco, Calif.
J. R. Clark Co (Ames Aire casual furniture), Spring Park, Minn.
Clark & Burchfield, Inc. (furniture, upholstery material), 120 S. R son, Los Angeles, Calif.
Cohn-Hall-Marx Co. (Cohama) (draperies, shades, curtains, upho fabrics, casements), 214 Madison Ave., New York, N. Y.
Colonial Carpet Mills, Inc. (carpeting), 30540 Union City Bl., City, Calif.
Columbus Coated Fabrics Corp. (wallcoverings), Seventh & Grant Columbus, Ohio
Consolidated Terrazzo Co., Inc. (terrazzo), 2449 Altman, Los An Calif.
Continental Metal Furniture Co. (furniture), 14812 Calvert, Van Calif.
Corry Jamestown Corp. (furniture), E. Columbus Ave., Corry, Pa.
Costa Mesa Furniture Co. (furniture), 411 E. Juliana, Anaheim,
Craftex Mills Inc. of Pennsylvania (upholstery materials), 4150 Monica, Los Angeles, Calif.
Robert Crowder Ltd. (wallcoverings), 354 N. Robertson Blvd., L geles, Calif.
Crown City Table Co. (furniture, fixtures), 715 S. Palm, Alh Calif.
Customwood Mfg. (furniture), 3620 High St., N.E., Albuquerque,
Da-Lite Screens Co., Inc. (projection screens), Warsaw, Ind.
Dapco Leather Co. (accessories), Space 693, Western Mdse. Mart Market St., San Francisco, Calif.
David & Dash Inc. (draperies, blinds), 2445 N. Miami Ave., Mian
Debu Furniture Mfg. Co., Inc. (furniture), 19808 S. Normandi rance, Calif.
Dellard, Inc. (lamps), 2231 S. Butler Ave., Los Angeles, Calif.
Dellinger Inc. (carpeting), N. Broad St., Rome, Ga.
Del Mar Co. (drapery, curtains, blinds), 1640 Molino Ave., Beach, Calif.
Dennis & Leen (antique furniture), 612 N. Robertson, Los A Calif.
Designcraft Metal Mfg. Corp. (furniture), Kero Rd., Carlstadt,
Design Tex Co. (wallcoverings, canopy fabric), 39 W. 32 St York, N. Y.
Design Workshops (furniture, cabinetwork), 57 Columbia Sc Francisco, Calif.
Doris Dessauer (furniture, fixtures), 220 E. 57 St., New York,

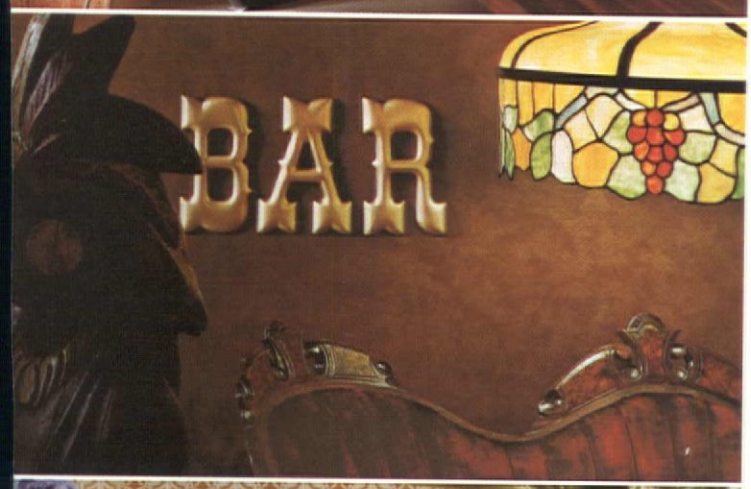
(Continued on page

Circle No. 98 on product card facin











Five ways to add the Marlite touch.

Start with any room — in any building. Then select a Marlite Decorator Paneling with the touch that brings your interior plan to life. Wide choice? No one offers more than Marlite. Select from rich new textures, bold or muted colors, exciting patterns and designs.

Maintenance? Hardly worth mentioning. Marlite plastic-finished hardboard is the original wash-and-wear paneling. Its durable baked finish shrugs off heat, moisture, stains and dents — wipes clean with a damp cloth.

If you haven't seen Marlite's 1967 Decorator Paneling line, look in Sweet's File or write Marlite Division of Masonite Corporation, Dover, Ohio 44622.

1. TEXTURED WORMY CHESTNUT reproduces every surface detail of a rare, costly wood. You can feel the texture!
2. TEXTURED TAPESTRY captures the look and feel of hand-woven fabric.
3. TEXTURED TRAVERTINE duplicates the characteristic texture of Italian limestone.
4. TEXTURED LEATHER has all the masculine good looks of real cowhide.
5. RIVIERA TILE features a classic pattern in gold, set apart by score lines.

Marlite®

PLASTIC-FINISHED
DECORATOR PANELING

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

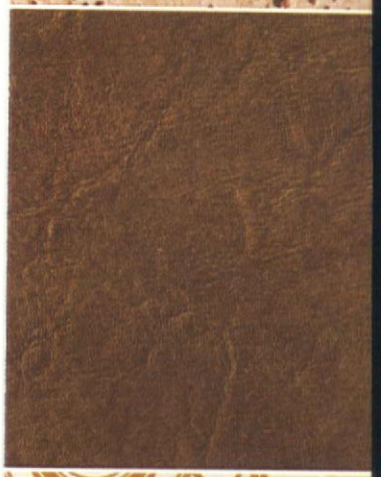
MARLITE BRANCH OFFICES AND WAREHOUSES: 1721 Marietta Blvd. N. W., Atlanta, Georgia 30318 • 57 Smith Place, Cambridge, Mass. 02138 • 4545 James Place, Melrose Park, Illinois 60160 • 39 Windsor Avenue, Mineola, L. I. (New York) 11501 • 777-139th Avenue, San Leandro, California 94578 • 2440 Sixth Avenue So., Seattle, Washington 98134 • 1199 Great Southwest Parkway, Grand Prairie (Dallas), Texas 75050 • Branch Plant: 16222 Phoebe Avenue, La Mirada (Los Angeles), Cal. 90638

6717

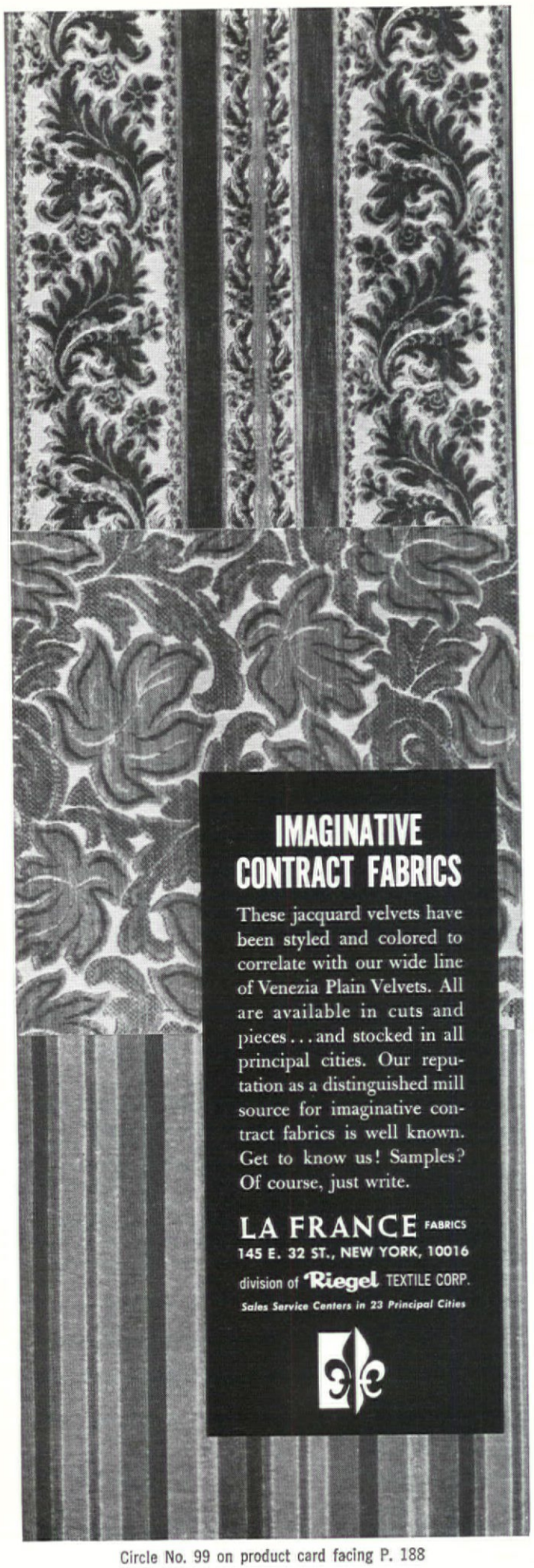










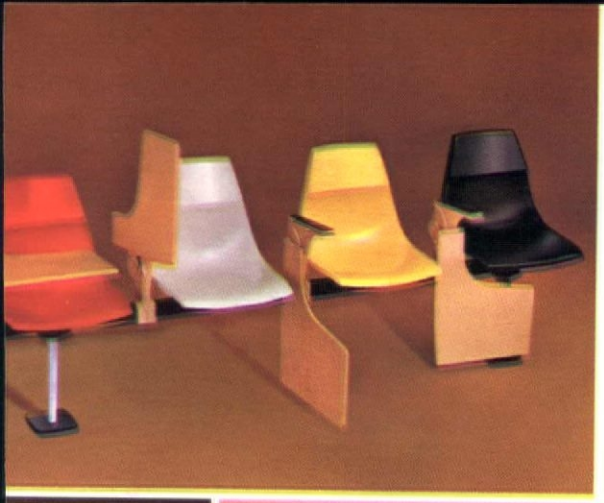


Circle No. 99 on product card facing P. 188

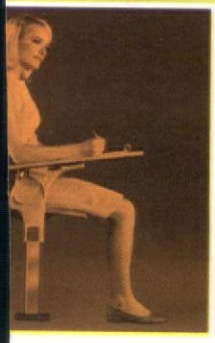
SUPPLIERS—continued

Devon Div., W. H. Harper Co., Inc. (files, card files), 1920 E. Waln
El Segundo, Calif.
Di Lucca, Inc. (furniture, fixtures), 1226 Second Ave., New York, N.
Distinctive Desk Mfg. Co. (furniture), 3246 Medford, Los Angeles, Ca
Paul L. Dodds Co. (furniture, fixtures), 5450 Dodds, Buena Park, Ca
Domore Office Furniture, Inc. (furniture), 2400 Sterling, Elkhart, In
Dorner Products Div., Lightolier (lighting fixtures, chandeliers), 150
25 St., Los Angeles, Calif.
Drexel Enterprises (furniture), Drexel, N. C.
Dunbar Furniture Co. (furniture, fixtures), 505 S. Fulton St., Berne, I
Dunn-Edwards Corp. (wallcoverings), 960 N. Highland, Los Angel
Calif.
E. I. DuPont de Nemours & Co. (upholstery materials), Wilmington, D
Duraloom Carpet Mills, Inc. (carpeting), 38 E. 75 St., New York, N.
Dux, Inc. (furniture), 1633 Adrian Rd., Burlingame, Calif.
Eandi Metal Works, Inc. (custom staircase), 976-23 Ave., Oakla
Calif.
Ebeling-Reuss Co. (accessories importer), 55 S. Arroyo Pkwy., Pa
dena, Calif.
Elzer & Stone Glass Co. (accessories), 1005 N. LaBrea, Los Ange
Calif.
Erwin-Lambeth, Inc. (furniture), P. O. Box 671, Thomasville, N.
Everett of California (metal furniture), 8557 Beverly, Los Angeles, C
Feldman Co. (lighting fixtures), 612 S. Wa:l St., Los Angeles, C
Felters Co. (wall coverings), 393 Seventh Ave., New York, N. Y.
Ferguson Door Co. (acoustical canopy), 1937 W. 169, Gardena, C
Ferguson-Upright (upholstery material), 112 N. Robertson, Los
geles, Calif.
Edward Fields, Inc. (carpeting), 160 E. 56 St., New York, N. Y.
Fine Art Wallpaper Co. (wallcoverings), 979 Third Ave., New Y
N. Y.
Fine Arts Furniture (furniture, fixtures), 802 Monroe Ave., N.W., Gr
Rapids, Mich.
Flax's Frames (accessories), 250 Sutter, San Francisco, Calif.
Flewelling Co. Inc. (furniture), 12411 Industrial Ave., Hollydale, C
Flintkote (vinyl flooring), 30 Rockefeller Plaza, New York, N. Y
Ford Vinyl, Div. Ford Motor Co. (upholstery material), P. O. Box
Mt. Clemens, Mich.
Formica Corp. (doors, dividers, laminates), 4614 Spring Grove A
Cincinnati, Ohio
Forms & Surfaces (carved panel doors), P. O. Box 5215, Santa
bara, Calif. 93103
Fortress, Inc. (furniture), 15531 E. Arrw. Hwy., Baldwin Park, Calif
Froelich Leather Craft (accessories), 43 W. 16 St., New York, N.
Hal Fromhold (screens, panels), 1282 W. Second, Los Angeles, C
Gallo Original Iron Works, Inc. (furniture), 101 Onderdonk
Brooklyn, N. Y.
Geller Originals (artificial plants), 814 S. Robertson, Los Ang
Calif.
General Felt Products of Calif. (carpeting, cushions), 6025 E. Rand
Los Angeles, Calif.
General Fireproofing (furniture, fixtures), E. Dennick Ave., Youngs
Ohio 44501
General Fixture Co. (furniture, fixtures), 1683 Blake, Los Angeles,
General Tire & Rubber Co. (wallcoverings), Jeanette, Pa.
Georgia-Pacific Corp. (wood paneling), P.O. Box 311, Portland,
Gilford Inc. (wallcoverings), 387 Park Ave. S., New York, N. Y.
Gingerich Draperies (draperies), 8913 National, Los Angeles, Ca
Glenn of California (furniture), 130 N. First Ave., Arcadia, Calif.
Globe Furniture Co. (furniture), High Point, N. C.
Globe-Wernicke Co. (furniture), Ross & Carthage Ave., Cincinnati,
B. F. Goodrich (wallcoverings), 500 S. Main, Akron, Ohio
Gotham Lighting Corp. (lighting fixtures), 37-01 31 St., Long
City, N. Y.
Charles B. Gracie & Sons, Inc. (wallcoverings), 148 E. 58 St.,
York, N. Y.
Greeff Fabrics, Inc. (curtains, wallcoverings, upholstery fabrics)
E. 56 St., New York, N. Y.
Gulistan Carpets, Div. J. P. Stevens (carpeting), 295 Fifth Ave.,
York, N. Y.
Haasbrook-Sonderguard (accessories), P. O. Box 69764, Los An
Calif.
Habitat, Inc. (accessories), 341 E. 62 St., New York, N. Y.
Harpers of California (furniture), 1920 E. Walnut St., El Segundo
S. Harris & Co. Inc. (upholstery, fabrics), 580 S. Douglas, El Se
Calif.
Harter Corp. (furniture), Prairie Ave., Sturgis, Mich.

(Continued on page







New Krueger Sequence Seating with durable, posture-curved styling, affords attentive classroom comfort, plus the convenience of a folding tablet arm feature. Sturdy fiberglass shells are available in a choice of 5 decorator colors.





New Krueger Modular Seating combines multiple chair/table combinations with functional efficiency. Smart accent strips on base upright reflect any of eight fiberglass shell colors.

Here is what's NEW with Krueger for '67

There's excitement a'plenty! Revolutionary new designs and complete new product lines include new Fiberglass Chairs . . . Pedestal Base Tables . . . Modular and Sequence Seating . . . and other products you'll read about further on—*that is what's new with Krueger!*

New Krueger Sequence Seating features all-new contour-shaped shells in floor or riser mounted, 2, 3 or 4-unit variations. A unique feature is a fold-away tablet arm that swings freely from non-use to use positions with easy single stroke action. When tablet is in non-use position, a comfortable armrest takes its place.

Krueger Modular Seating affords multiple seating flexibility and convenience in 2, 3 or 4-unit chair and table combinations. Shells mount on a sturdy cast iron base or an all-new steel and aluminum base.

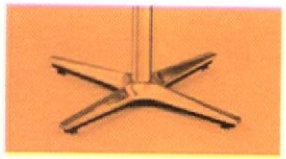
Krueger's all-new 7000 Series Fiberglass Chairs, with posture-curved backrests and sculptured styling, include Side, Pedestal and two Stack models—all designed for heavy-duty use. A range of 5 decorator colors is available.

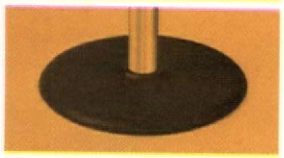
Krueger's new collection of distinctive Pedestal Base Tables features 5 striking base and column designs in a variety of highly attractive metal and colored porcelain finishes. Table tops offer a wide assortment of patterns and finishes. *Over 160 base and top combinations are possible.*

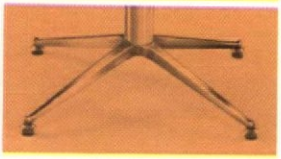
So what else is new? Turn the page ►











Distinctive new Krueger Pedestal Base Tables offer striking base/table-top combinations, non-tip sturdy construction.





Krueger's newly redesigned 504 Stack Chair is rich in deep-seated upholstered comfort, styled for portable convenience.





New posture-perfect 7000 Series Fiberglass Chairs in Side, Stack and Pedestal models.

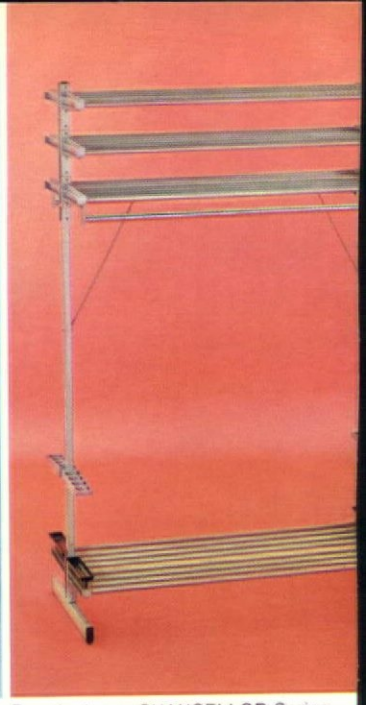




Distinctive new DIPLOMAT with woodgrain vinyl insets



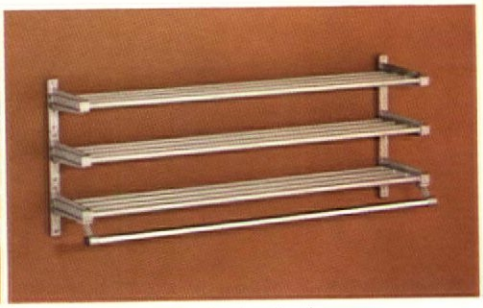
Ruggedly handsome new DIRECTOR Series



Practical new CHANCELLOR Series



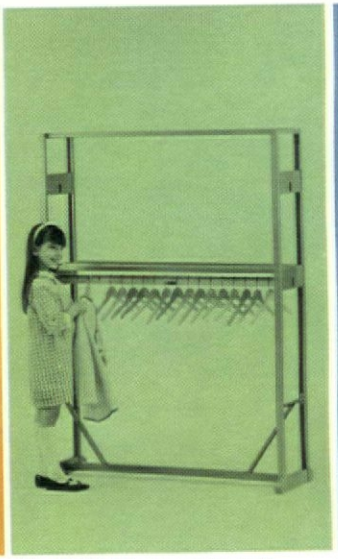
Woodgrain vinyl insets



CLASSMATE Wall Rack for school use



CHECKMATE for checkrooms



MINUTEMAN/adjustable shelf



The COS

...A complete NEW line of hat and coat racks

Ideally complementing its famous seating and table line, Krueger now introduces a series of superb Hat and Coat Racks with over 90 models available. Here is styling versatility to enrich any setting, matched with practical everyday efficiency to expertly manage any hat and coat hanging need.

Smart decorator accents of chrome, brushed aluminum, woodgrain vinyl, bright plastic or paint finishes highlight Single and Double-Face Floor models or Wall racks. Rigidly constructed units feature strong hanger bars; and one, two or three dust-free hat and parcel shelves which are adaptable to hanger or hook application. Boot shelf, umbrella rac and casters are featured or available as optional accessorie

An entirely new selection of high-styled hangers in wal nut, chrome steel, plastic and beechwood is being offere The line also includes a series for "checking" services. A new models are available in 3, 4 or 5-foot lengths, with add-o units affording extra storage space, or the opportunity t adapt racks to any room plan.

For office, school, restaurant, hotel or motel—there i a Krueger Hat and Coat Rack especially suited to you hanging needs.



Write today for new 1967 catalog with full information on the complete Krueger line—*on your letterhead, please.*

KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

Visit our Showrooms . . . **CHICAGO**—1184 Merchandise Mart/**LOS ANGELES**—8815 Beverly Boulev

UPPLIERS—continued

arvard Mfg. Co. (furniture, frames), 24300 Solon Rd., Bedford Heights, Ohio
eller Mfg. Co. (furniture), 2015 Pontius, West Los Angeles, Calif.
enredon Furniture (furniture, fixtures), Morgantown, N. C.
ercules Inc. (Herculon carpet fiber), Wilmington, Dela.
eritage Furniture Inc. (furniture, fixtures), 1690 English, High Point, N. C.
M. Hexter Co. (wallcoverings), 2810 Superior Ave., Cleveland, Ohio
ickory Chair Co. (furniture), 39 Ninth St. Place, S.E., Hickory, N. C.
ickory Mfg. Co. (furniture), P.O. Box 998, Hickory, N.C.
ebert Inc. (furniture), 17001 Yukon Ave., Torrance, Calif.
llside House of Originals (paintings, frames), 2801 W. Olive St., Burbank, Calif.
olcomb & Hoke Mfg. Co. (folding partitions), 1545 Calhoun St., Indianapolis, Ind.
llywood Bindery (accessories), 4316 Melrose, Los Angeles, Calif.
llywood Lighting & Fixture (light fixtures), 622 N. Western Ave., Los Angeles, Calif. 90005
tpoint (accessories), 5600 W. Taylor St., Chicago, Ill.
we Folding Furniture (furniture), 360 Lexington Ave., New York, N. Y.
dson Carpet Mill (carpeting), 2302 Seaman, South El Monte, Calif.
AA Designs (accessories), 1858 W. Washington Blvd., Los Angeles, Calif.
al Mfg. Co. (patio canopy),
lia Handlooms, Ltd. (bedspreads, curtains), 1620 Cordova, Los Angeles, Calif.
erpace-International Pipe & Ceramic Co. (tile), 2901 Los Feliz Blvd., os Angeles, Calif. 90039
ernational Silver Co. (flatware), 500 S. Broad St., Meriden, Conn.
G. Furniture Co. (furniture), 160 E. 56 St., New York, N. Y.
nson Plastic Tops (furniture), 374 Summit St., Elgin, Ill.
astan Rug Mills (carpeting), 295 Fifth Ave., New York, N. Y.
parian's (furniture), 7772 Santa Monica Blvd., Los Angeles, Calif.
zenbach & Warren (wallcoverings), 575 Madison Ave., New York, . Y.
er-Williams Mfg. Co. (furniture), Box 14504, Oklahoma City, Okla.
tile Floors (flooring), 58 Second Ave., Brookyn, N. Y.
sling-Hess Finishing Co. (fabric finishing), 1011 Wood St., Philadelphia, Pa.
del Furniture Co. (furniture distributor), 8778 Beverly, Los Angeles, alif.
nger Co. Inc. (furniture), 1893 Elmwood Ave., Buffalo, N. Y.
on S. Klein, Inc. (accessories), 316 S. Robertson, Los Angeles, Calif.
gl Bros. (lighting fixtures), 32-32 - 48 Ave., Long Island City, N. Y.
edler-Fauchere (wallcoverings, draperies), 451 Jackson Sq., San rancisco, Calif.
ll Assoc. (furniture, fabrics), 320 Park Ave., New York, N. Y.
et Fabrics Inc. (fabrics, upholstery), 201 E. 56 St., New York, N. Y.
Kroll Fabrics Inc. (fabrics, upholstery), 220 E. 51 St., New York, . Y.
B Mfg. (furniture), 2144 Colorado Ave., Santa Monica, Calif.
awanna Leather Co. (upholstery materials), Hackettstown, N. J.
Lenor Larsen, Inc. (fabrics, draperies, upholstery materials), 411 11 St., New York, N. Y.
Brothers, Inc. (wallcoverings), 979 Third Ave., New York, N. Y.
rne International (accessories, wallcoverings), 979 Third Ave., New rk, N. Y.
. Lazarus & Co. (draperies), 516 W. 34 St., New York, N. Y.
ing Accessories, Inc. (lighting fixtures), 415 Fernando Ct., Glendale, Calif.
Loom Carpet Co. (carpeting, cushion), 101 Park Ave., New rk, N. Y.
on Lamps (lamps), 2651 Manhattan Beach Blvd., Redondo Beach, lif.
Angeles Millwork (wall paneling), 936 E. Slauson, Los Angeles, lif.
Angeles Tile (tile), 3371 Glendale, Los Angeles, Calif.
rdrape, Inc. (window treatments), 1710 22 St., Santa Monica, if.
n Lowitz, Inc. (accessories, pictures, frames), 8919 Beverly Blvd., Angeles, Calif.
ous Ceilings Inc. (lighting), 3053 Treadwell, Los Angeles, Calif.
ire Furniture Co. (furniture), 60 Green St., San Francisco, Calif. 11
n-Wasser Inc. (light fixtures), 5759 Santa Monica, Los Angeles, if.

(Continued on page 172)

lo. 100 on product card facing P. 188

FOR UNMATCHED VARIETY...

DEL MAR

WOVEN WOOD

Our complete service and fabricating facility is at your disposal with showrooms and representatives nationwide. For that next job, call today.

Clark & Burchfield
120 S. Robertson
Los Angeles, Calif.

Martin Kuhlmann
28 Hotaling Place
Jackson Square
San Francisco, Calif.

Decorators Service
& Supply Co.
914 Seventh Street
Phoenix, Arizona

Russ Stonier Designs Inc.
1375 Merchandise Mart
Chicago, Illinois 60654

Gene Smiley Inc.
1108 Nicollet Ave
Minneapolis, Minn. 55403

Michael J. Konnor
350 Hanna Building
Cleveland, Ohio 44115



1640 Molino, Long Beach, Calif. 90804, (213) 433-0441 **Del Mar**

Woven Wood & Woven Aluminum Shades, Draperies, Room Dividers & Folding Doors

Call on Waverly



to solve your contract workroom problems on draperies and bedspreads

Waverly offers contract customers the complete service . . . finest and largest selection of fabrics . . . expert workmanship . . . low contract prices. All work is carefully done in our own workrooms to your exact specifications. Bring us your problem . . . we'll happily help you solve it.

CONTRACT DIVISION
WAVERLY DECORATIVE FABRICS
939 Third Avenue, New York • (212) 565-5700

Circle No. 102 on product card facing P. 188

SUPPLIERS—continued

Madison Furniture Industries (furniture), Canton, Miss.
Magee Carpets (carpeting, cushion), 295 Fifth Ave., New York, N. 10016
Maharam Fabrics Corp. (upholstery materials), 130 W. 46 St., N York, N. Y. 10036
Anton Maix, Inc. (fabrics, upholstery), 330 E. 59 St., New York, N.
Mallin Co. (furniture), 2335 E. 27 St., Vernon, Calif. 90058
Karl Mann Assoc. (wallcoverings), 232 E. 59 St., New York, N. 10022
Marble Imperial (furniture), 89 Willis St., Bedford, Ohio 44014
J. P. Marion & Co. (upholstery materials), 1132 Santee, Los Ange Calif.
Marshall-McMurray Co. (hardware), 1238 W. First St., Los Ange Calif. 90026
Martin-Brattrud, Inc. (furniture), 18999 S. Western, Gardena, C
Martin of London (furniture, accessories), 8335 Melrose, Los Ange Calif.
C. H. Masland & Sons (carpeting), 295 Fifth Ave., New York, N 10001
Masonite Corp. (screens), 29 N. Wacker Dr., Chicago, Ill. 60606
Maybrik Tile (floor tile), 4545 Brazil, Los Angeles, Calif.
Ben Mayer Design Co. (graphics), 8915 National, Los Angeles, C
Jo Mead Designs (accessories), 17 N. Elizabeth St., Chicago, Ill. 60
Medford Mfg. Co. (furniture, fixtures),
Metcor Mfg. (accessories), 800 E. Ninth, Los Angeles, Calif.
Metropolitan Furniture Mfg. Co. (furniture), 950 Linden Ave., S. Francisco, Calif. 94102
Bill Meyer Lamps, Inc. (accessories), 8671 Melrose, Los Angeles, C
Warren Meyerhoff Cabinet Co. (furniture, fixtures, millwork), S. Sepulveda, W. Los Angeles, Calif.
Ted Meyer Fabrics Inc. (draperies), 119 N. Robertson, Los Ang Calif.
Micarta Div., Westinghouse Corp. (stainless furniture, wallcoveri Hampton, S. C. 29924
Ralph A. Miele, Inc. (furniture), 979 Third Ave., New York, N 10022
Herman Miller, Inc. (furniture, fabrics), 104 W. McKinley, Zeel Mich. 49464
Bob Mitchell & Assoc. (wallcoverings), 3555 Haydon, Culver City,
Mohawk Carpets (carpeting), 295 Fifth Ave., New York, N. Y.
Monterey Furniture Mfg. Inc. (furniture), 540 Monterey Pass Monterey Park, Calif.
Montgomery Hardware Co. (hardware), 3170 W. Olympic, Los Ang Calif.
Morey's Fabrics (draperies), 6741 Van Nuys, Van Nuys, Calif
Phyllis Morris Originals (lamps), 8772 Beverly, Los Angeles, Ca
Mosaic Tile Co. (ceramic tile), 55 Public Sq., Cleveland, Ohio
Mt. Airy Furniture Co. (furniture), Mount Airy, N. C. 27030
National Furniture Co., Inc. (furniture), Evansville, Ind. 47700
Nelson/Adams Co. (wallcoverings), 1618 Petrero, South El M Calif.
Nessen Lamps Inc. (lamps), 317 E. 34 St., New York, N. Y. 10
Northwestern Showcase & Fixture (millwork, fixtures), 5934 N Van Nuys, Calif.
Odenheimer & Baker, Inc. (upholstery materials), 137 N. Robe Los Angeles, Calif.
Orinoka Mills (fabrics), One Park Ave., New York, N. Y. 10016
Ostrander Mfg. Inc. (furniture, fixtures), 8700 Mettler, Los An Calif.
Otis Elevator Co. (elevators), 260 11 Ave., New York, N. Y. 10
Owens-Corning (acoustical tile), 717 Fifth Ave., New York, N. 10022
Pan Pacific Carpets, Inc. (carpeting), 941 E. 62, Los Angeles, C
Parkwood Laminates (refrigerator tops), 134 Water St., Wak Mass.
Peter Pepper Products (accessories), 22422 S. Avalon Blvd., Wilmi Calif. 90744
Norman Perry Inc. (lighting fixtures), Plymouth, N. H. 03264
Jon Peterson Originals (artificial plants, accessories), 8615 B Los Angeles, Calif.
Philadelphia Carpets (carpeting, cushions), Allegheny Ave. & Philadelphia, Pa.
Pindler & Pindler (upholstery materials), 145 N. Robertson, L geles, Calif.
Pittsburgh Plate Glass Co., Fiberglass Dept. (windows), 1 G Center, Pittsburgh, Pa.
Podesta Baldocchi (accessories), 224 Grant Ave., San Francisco,
Prentice Co. (furniture), 653 N. Lapeer Dr., Los Angeles, Ca
Prescolite Mfg. Corp. (light fixtures), Box 5328, San Leandro,
G. M. Proctor & Sons (furniture), 690 S. Myers, Los Angeles

CONTI

aliton Desk Sets & Accessories (accessories), 2401 S. Main, Los Angeles, Calif.
mbusch, Inc. (lighting fixtures), 40 W. 13 St., New York, N. Y.
ymor Lamps (accessories), 225 Fifth Ave., New York, N. Y.
nington-Rand Library Bureau (files, card files), 801 Park Ave., Herkimer, N. Y.
hardson Furniture Co. (furniture), 1321 Mission, San Francisco, Calif.
s Risom Design, Inc. (furniture), 444 Madison Ave., New York, N. Y.
s Co. (furniture), 8445 Santa Monica, Los Angeles, Calif.
bbins Products, Inc. (flooring), Tuscumbia, Ala.
nk Rohloff (furniture), 1858 W. Washington Blvd., Los Angeles, Calif.
nanesque Originals (lamps), 4413 - 41 St., Brentwood, Md.
Rose (drapery fabrics), 1129 W. Sheridan Rd., Chicago, Ill.
Rose Draperies (draperies), 1622 Trinity, Los Angeles, Calif.
bury Carpets (carpeting, cushion), 295 Fifth Ave., New York, N. Y.
y Co. Lighting Corp. (light fixtures), 128 Fifth Ave., New York, N. Y.
em Lighting (lighting fixtures), 745 Stevenson, San Francisco, Calif.
ee Carpets (carpeting), 144 N. Robertson Blvd., Los Angeles, Calif. 0048
lamandre Silks, Inc. (fabrics, draperies), 977 Third Ave., New ork, N. Y.
afer Bros., Inc. (furniture, fixtures), 1123 N. McCadden Pl., Los ngeles, Calif.
age Lock Co. (accessories, lock sets), 2201 Bayshore Blvd., San rancico, Calif.
el Scott Fabrics Corp. (fabrics, upholstery), 979 Third Ave., ew York, N. Y.
a of San Francisco, (mattresses), 1777 Yosemite Ave., San Fran-sco, Calif.
by Williams Industries (furniture), 2500 W. Ogden Ave., Chicago, .
lair Wallcovering (wallcoverings), 8151 Beverly, Los Angeles, Calif.
ander Smith Carpets (carpeting), 295 Fifth Ave., New York, N. Y.
h Metal Arts (accessories, urns), 1721 Elmwood Ave., Buffalo, N. Y.
h Gate Iron Works (screens, panels), 2807 Los Flores, Lynwood, lif.
cer & Co. (furniture), 8730 Santa Monica, Los Angeles, Calif.
dard Cabinet Works, Inc. (millwork, fixtures, woodwork), 1800 E. ashington, Los Angeles, Calif.
Carpet Corp. (carpet border), 979 Third Ave., New York, N. Y.
of High Point (furniture), 192 Lexington Ave., New York, N. Y.
case, Inc. (furniture, accessories), 1120 - 36 St., S.E., Grand pids, Mich.
ein & Co. (upholstery fabrics, materials), 1440 Santee, Los An-les, Calif.
dig, Inc. (furniture), 487 Park Ave., New York, N. Y.
en-Leedom Carpets (carpeting), 295 Fifth Ave., New York, N. Y.
. Stockwell Co. (wallcoverings), 320 Madison Ave., Los Angeles, lif.
ware Designs Inc. (accessories), 2240 Federal, W. Los Angeles, lif.
& Davis Furniture Co. (furniture), 25 Summer, N.W., Grand Rap-Mich.
t Sauter Co. (canvas fittings), 100 Utah Ave., S. San Francisco, lif.
an Awning Co. (canopy), 245 S. Van Ness Ave., San Francisco, if.
me Steel Equipment (furniture), 50 St. & Second Ave., Brook-N. Y.
use China Co. (china), 2900 Court St., Syracuse, N. Y.
ng Products of Asia Inc. World Wide Looms (carpeting), 160 E. St., New York, N. Y.
an Galleries (antiques), 1906 Union, San Francisco, Calif.
Asia Carpets (tapestry, carpeting, cushions), 164 N. Robert-Los Angeles, Calif.
r Plastics (accessories), P. O. Box 1530, Grand Prairie, Tex.
a, Ltd. (drapery fabrics), 9348 Santa Monica, Beverly Hills, Calif.
e Mfg. Co. (furniture), 623 Young St., Santa Ana, Calif.
Industries, Inc. (furniture), One Park Ave., New York, N. Y.
Thorpe (drapery, blind fabrics), 425 E. 53 St., New York, N. Y.
tone Decorative Co., Inc. (wallcoverings), 357 Crossways Blvd., dbury, N. Y.
a Wilhoit (lamps), 8590 Melrose, Los Angeles, Calif.
son of High Point (furniture), 305 W. High St., High, Point, N. C.

(*Continued on page* 174)

Circle No. 103 on product card facing P. 188 →



Design by C. Tony Pereira, Los Angeles, for Kaanapali Hilton, Maui, Hawaii. *Manufactured by Beelner & Thomas*



Design by Zimmer Associates, Burbank, California, for Aloe, division of Brunswick, St. Louis, Mo. Lounge Area, Huntington Beach Intercommunity Hospital. *Manufactured by Beelner & Thomas*



Design by Ray Mallett, Western Office Furniture, Los Angeles, for Biola College, La Mirada, California. Student Lounge area. *Manufactured by Beelner & Thomas*

BEELNER & THOMAS

furniture manufacturers

10135 E. ROSE ST., EL MONTE, CALIF. 91731

SHOWROOMS:
LOS ANGELES, Los Angeles Home Furnishings Mart;
SAN FRANCISCO, Western Merchandise Mart; SEATTLE, Pacific North West Home Furnishings Mart; DENVER, Denver Merchandise Mart; PHOENIX, Linn Ledford, 5018 N. Seventh St.; HONOLULU, American Factors

REPRESENTATIVES:
MINNEAPOLIS, Fred Sumner, 5504 Oliver Ave. South;
ATLANTA, David R. Walker & Assoc.

some chairs just fill space...

TRI-PAR

chairs do it *beautifully!*



Model 2537
Arm Chair

Send for Current Catalog

TRI-PAR Manufacturing Co. • 1740 N. Pulaski • Chicago, Illinois 60639

Circle No. 104 on product card facing P. 188

For Elegant Dining... it's Adam by *Hardy Craft*



Available for Immediate Delivery

Set the mood of elegance with Adam—the look of luxury that belies its cost!

Long wearing, yarn-dyed cotton damask, in the traditionally beautiful, always beloved Adam pattern, gives you the ultimate in serviceability and value. A *permanent finish* guarantees durability that stands up to repeated launderings.

NO MINIMUM ORDER REQUIRED!

Gold, Blue, Pink and vivid Red (with napkins to match) are available in:

72" square or round cloths,
90" square or round cloths,
and 54" and 72" yard goods.

White is available in *all standard* round and square sizes—***from 45" to 90"***

SPECIAL ORDERS can be crested or yarn-dyed to your color specifications.

Please Write for Samples and Prices

JAMES G. HARDY & CO. INC.
Dept. CO-1, 11 East 26th St., New York, N.Y. 10010
or Phone: 212-MU 9-6680

MAIL THIS COUPON TODAY FOR SAMPLES & PRICES

James G. Hardy & Co. Inc.
Dept. CO-1, 11 E. 26th St., New York, N.Y. 10010

Gentlemen:
Please rush me samples and prices on your Adam Tablecloths.

NAME.....*Title*.....

Company.....

Address.....

City.....*State*.....*Zip #*.....

☐ *Check here if you would like to receive further details on our FREE Design Counsel Service.*

Circle No. 42 on product card facing P. 188

PPLIERS—continued

ginol of America, Inc. (seamless flooring), 6115 Maywood Ave., luntington Park, Calif.
nd of the Times (fabrics), 1440 Santee, Los Angeles, Calif.
uvailles, Inc. (furniture), 36 Pleasant St., Watertown, Mass.
y Sunshade Co. (furniture), 612 Grant St., Troy, Ohio
S. Gypsum (onyx), 101 S. Wacker Dr., Chicago, Ill.
S. Plywood (wall paneling), 777 Third Ave., New York, N. Y.
Royal, Textile Div. (Naugahyde upholstery material), 1230 Sixth ve., New York, N. Y.
ey Planing Mill of Van Nuys (doors, dividers), 6103 Cedros, Van uys, Calif.
ert Van Luit & Co. (wallcoverings), 4000 Chevy Chase Dr., Los An- eles, Calif.
ers Furniture Corp. (furniture), 2300 Curry, Long Beach, Calif.
tex Sales Corp. (wallcoverings), 40 E. 53 St., New York, N. Y.
ue Bros. (furniture), 19801 Santa Fe Ave., Compton, Calif.
ar Products (signs, graphics, accessories, index finders), 2807 mpire Ave., Burbank, Calif.
ske (carpeting), 155 E. 56 St., New York, N. Y.
le Wagner Corp. (wallcoverings), 125 E. 57 St., New York, N. Y.
N. E. Walter & Co. (carpet distributor), 4505 Bandini Blvd., Los ngeles, Calif.
b Textiles Inc. (draperies, curtains, blinds, fabrics), 2010 Lincoln ve., Pasadena, Calif.
Coast Industries (furniture), 707 E. Seventh St., Los Angeles, lif.
Coast Trimming Co. (draperies, upholstery fabrics), 945 S. Maple, Angeles, Calif.
inghouse Lighting Div. (lighting fixtures), Edgewater Park, Cleve- nd, Ohio 44102
mson Cabinet Shop (millwork, planters), 503 Weber, Compton, lif.
ire House (lamps), 155 N. Robertson, Beverly Hills, Calif.
d Co. (lighting fixtures), 4020 Campus Dr., Newport Beach, Calif.
L. Woodard & Sons (furniture), Owosso, Mich.
& Towne (hardware), 11 S. Broadway, White Plains, N. Y.

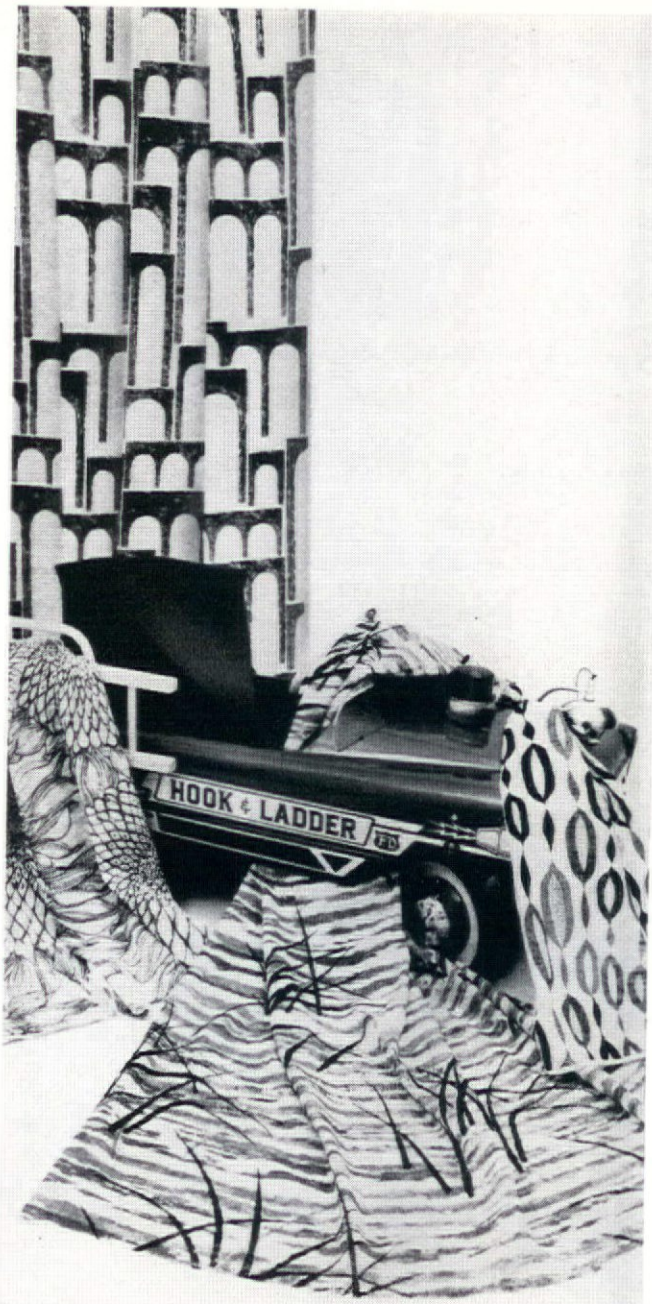
The orway Ashtray



uperb quality ashtrays of porcelain enamel on stainless steel. ble in seven colors and three sizes. This classic ashtray re- degree of workmanship compatible with the finest office tments. Its three coat porcelain enamel finish will not fade , even after years of use. Its stainless steel body is meticu- polished—it will not scratch the most delicate surface. List are: $4.50—5" size, $6.00—6" size, $7.50—7½" size. From lete collection of desk top accessories.

LEIF WESSMANN ASSOCIATES, INC.
301 East 64th St., N.Y. (212) 249-1140.

Circle No. 110 on product card facing P. 188



Beautiful and Dutiful
. . . because it's flame-resistant

ROVANA VEREL

A magnificent collection of printed casement fabrics. Man-made miracle Rovana Verel resists fire permanently . . . resists soiling, cracking, sagging and stretching too. Will not fade or mildew.

Write for sample book of 7 printed casements and 5 plains with a color coordinated upholstery fabric . . . $10.

Schumacher's
FABRICS | CARPETS | WALLPAPERS | VELCRO®

F. SCHUMACHER & CO. • 58 WEST 40th ST., N.Y. 10018
SHOWROOMS: 939 THIRD AVENUE, N.Y.

Circle No. 105 on product card facing P. 188

What qualities do you want in a wall covering... **BEAUTY? DURABILITY? WASHABILITY? ECONOMY?**

Sanitas and Wallclad vinyl
woven fabric wall coverings fill every
exacting specification you may require. There are
hundreds of exciting and practical new patterns to choose
from in the new Sanitas and Wallclad collections that cover
the entire range of decorator styling including the traditional,
contemporary or unique: foils, flocks and fashionable finishes.
Write on your letterhead for samples and brochure
of specifications or call your regular supplier.

VINYL **Sanitas & Wallclad** VINYL

WOVEN FABRIC WALL COVERINGS

Two Of The Fine Interior Decorating Products Manufactured By
STANDARD COATED PRODUCTS INCORPORATED
DEPT. 28, BUCHANAN, NEW YORK 10511

Sutton



PRODUCTS & SERVICES

Classroom furniture

Supplying classroom furniture, folding chairs, an tables to offices, restaurants, churches, and hospital has made Virco Mfg. Corp., Los Angeles, one o the furniture leaders in the state. Classroom furni

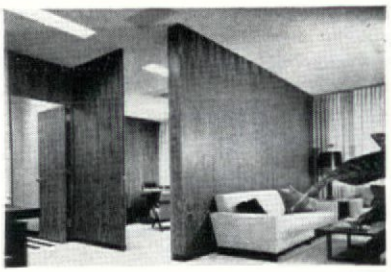


ture is sold direct to tax-supported agencies an through dealers to private schools. One piece pol ethylene stacking chair (shown) has been a favori since its introduction two years ago. It is availab with permanent ganging device.

Circle No. 202 on product card facing P. 188

Interior partitions

Vaughan Walls Inc., Los Angeles, manufactures qu ity interior partitions for office and industrial bui ings. Constructed at building site, they offer streng

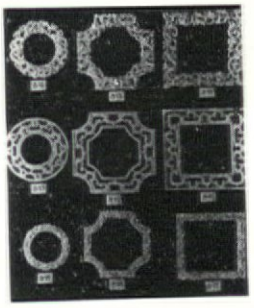


highest sound ratings, and greatest fire protecti Manila stock on face panels provides perfect surf and porosity for receiving paint, vinyl, and other w finishes.

Circle No. 203 on product card facing P. 188

Sculptured Appliques

Noble Manufacturing Corp., Los Angeles, division Triangle Industries, manufacturer of Noblite mou ing trim, has introduced a new line of sculptured pa



appliques for decorating doors, wall panels, furnit clock faces, etc. The appliques, made of fiber g reinforced plastic, feature ornate deep undercuts hand carved effects.

Circle No. 204 on product card facing P. 188

← Circle No. 106 on product card facing P. 188

Circle No. 107 on product card facing P. 188



Here is TOWN & COUNTRY by Mallin,
a superb product made with meticulous attention to details; hand tied straps of virgin plastic in six beautiful colors, tubular steel frames — flawlessly welded — unconditionally guaranteed for years of carefree service, and finishes that are available in magnificent colors.

A superior product that sells on sight and is priced to fit any budget.

Mallin CO., INC. 2335 East 27th Street, Los Angeles, California 90058

For more information write for a complete full-color catalog.



A COMPLETE LINE OF FURNISHINGS FOR THE OFFICE AND CONTRACT INDUSTRY

DAVIS

DAVIS FURNITURE INDUSTRIES, INC. • HIGH POINT, N.C. 27261

Circle No. 108 on product card facing P. 188

new glides won't snag fabrics

screw-on bumpers
can't be dislodged

extra strength frame

modern design

and, it stacks straight up!



No. 400
Stacking Chair.
Tubular frame
in chrome and
enameled
finishes.

Brody*

B. Brody Seating Company
5921 West Dickens • Chicago, Illinois 60639

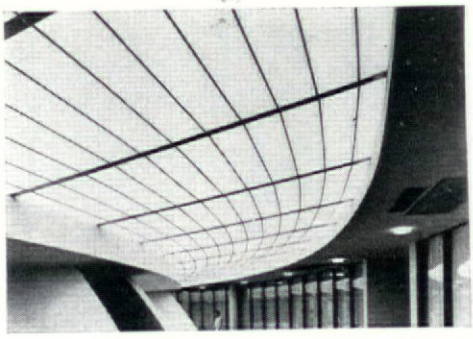
Circle No. 109 on product card facing P. 188

PRODUCTS & SERVICES

CONTINU

Fiberglass plastic panels

Translucent fiber glass reinforced plastic panels ma ufactured by Filon Corp., Hawthorne, have exclusi parallel nylon strands that assure uniformity a superior strength. The panels, available in a varie



of colors and sizes, are shatterproof, fire resista and have color stability. Combined skylight and lu nous ceiling using Filon panels is pictured.

Circle No. 205 on product card facing P. 188

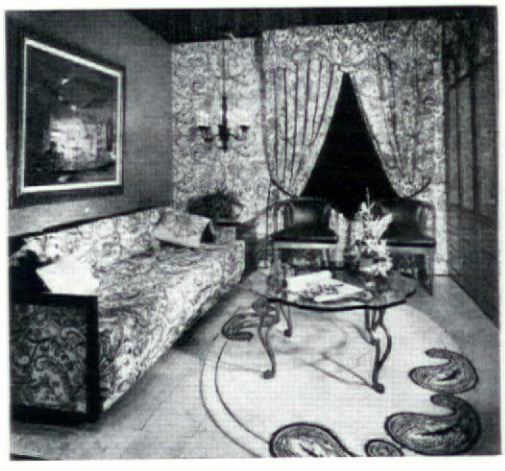
Collector items

Manufacturers of fine custom furniture since 19 Coopercraft of California, West Los Angeles, empl craftsmen from 14 nations to create its collec items, including curio cabinets, vitrines, clocks, wall cabinets. In addition, the firm produces livi dining, and bedroom furniture.

Circle No. 206 on product card facing P. 188

Room of today

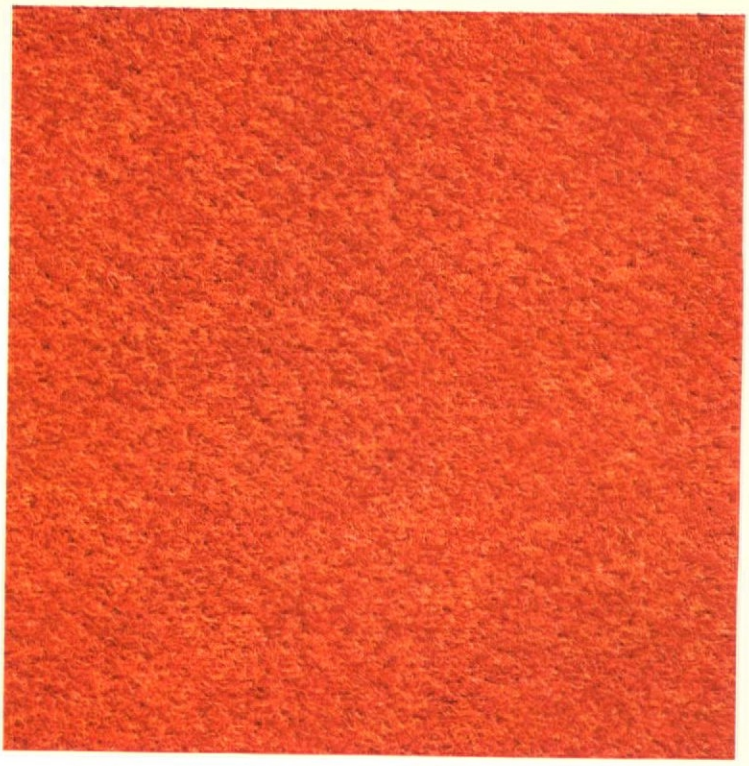
Correlated fabrics and wallcoverings by Stock Wallpapers, Los Angeles, were featured in the R of Today display at the Western States Hotel Motel Show in Los Angeles. The combination liv bedroom area was a joint project by Innkee Supply Co. with Stockwell and Duo-Bed Corp. Ca paisley was used for the wallcovering and all fa in the quilted bedspread, canopy, drapery, and



holstery. Other suppliers for the room inc Magnavox, E. T. Barwick Mills, Edward F Quartite Creative Co., B. C. Sales, Gray's Dra Co., Graber, Trend of the Times, Maybrick, Mar, Martin Lowitz, Campus Quilters, Standard and DuPont.

Circle No. 207 on product card facing P. 188





Now, a carpet tile!

Ozite introduces the soft, warm, quiet tile that never needs waxing or polishing . . . because it's carpet!

get the benefits of a soft floor covering with the installation advan- f tile. New Ozite Carpet Tiles are 12-inch squares of long-wearing arpet, with a soft rubber back for extra plushness. They're made a fiber — the amazing fiber that resists stains from food, drink, even old chemicals. ■ Ozite Carpet Tiles are colorfast. Won't rot or (Ideal for below-grade installations.) They bring new comfort, warmth, and quiet to offices, stores, schools, motels, hotels, restaurants. No costly waxing or polishing. Dense, firm surface resists soiling. Just vacuum clean. In case of accident, individual tiles can be easily replaced. ■ Ozite Carpet Tiles are simple to install with Ozite adhesive. They cut easily with a sharp knife or scissors. Can be installed in sections. No involved estimating. Minimum of waste. ■ 16 colors give unlimited designs. All colors also available in broadloom widths. ■ Where will you use Ozite Carpet Tiles made of Vectra fiber? Use your imagination! ■ Read about the technical advantages on back, then mail coupon for full details!





od Housekeeping GUARANTEES

dvertised in LIFE magazine

Ozite® CARPET TILES made with Vectra® OLEFIN FIBER

® Ozite is the registered trademark of the Ozite Corporation — 7-120 Merchandise Mart — Chicago, Illinois
® Vectra is the registered trademark of the National Plastic Products Company, Inc., for its olefin fiber. Vectra makes fiber only, not carpet.

OZITE CARPET TILES MADE OF VECTRA FIBER OFFER THESE OUTSTANDING FEATURES!



Finest quality high-density foam rubber back!

Impregnated into the back of the carpet, not just laminated or bonded. Absorbs impact, improves acoustics. Porosity of inter-connecting air cells permits effective vacuuming . . . allows evaporation of condensation, making Ozite Tiles ideal for below-grade use.

Greater durability than carpet costing twice as much!

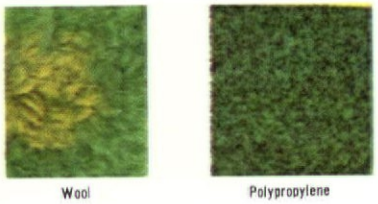


3,000 revolutions of abrasion wheel have $11.95 retail acrylic carpet down to the backing!



But the wheel, which quickly spins off years of wear, barely makes a dent in Ozite Carpet Tiles. Ozite's unique manufacturing method permits use of staple fiber of higher tensile strength than normally used in regular carpet.

Greater stain resistance!



Wool | Polypropylene

Competitive carpet fibers absorb moisture to varying degrees, up to 27%. But Vectra polypropylene fiber has zero (0%) moisture regain — making it amazingly stain resistant. Vectra fiber is resistant to most acids, alkalies, salts, solvents and oxidizing agents that tend to bleach and stain competitive products. Ozite Carpet Tiles resist spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, catsup. Vectra fiber won't rot or mildew, won't support fungus growth, is non-allergenic and virtually non-static.

Greater fade resistance!



Wool 100 hours | Acrylic 160 hours | Nylon 100 hours | Polypropylene without stabilizers 216 hours | Polypropylene with stabilizers Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade-resistance under Fadeometer testing. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultraviolet rays — and permits Ozite to guarantee its carpet tiles to withstand 500 hours of Fadeometer test without discoloration!

OZITE CORPORATION
Dept. C
7-120 Merchandise Mart
Chicago, Illinois

Please send me complete information plus sample swatches of new Ozite Carpet Tiles.

Name _____

Firm _____

Title _____

Address _____

City _____

State _____ Zip Code _____

PRODUCTS & SERVICES
CONTINUED

Transparent window shades

Plastic-View Transparent Shades, Van Nuys, manufactures transparent shades for use on windows where vision is necessary but glare is apparent. The shades, available with several types of rollers and materials, roll up when not needed. In use for more than 18 years, the shades have found success in airport control towers, ski lodges, marinas, etc.

Circle No. 208 on product card facing P. 188

Decorative accessories

Crown Decorative Products Mfg. Corp., Los Angeles, offers variety of unusual and colorful accessories from aluminum sun umbrellas to spindle screens and



om dividers. Screens and dividers are available in alnut or can be custom finished to any specification.

Circle No. 209 on product card facing P. 188

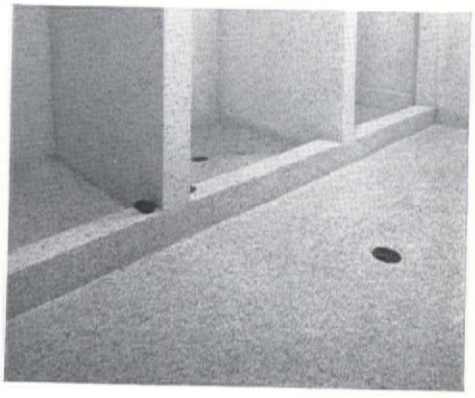
ast metal components

uality components in cast metal for the furniture dustry are manufactured by American Furniture cessories, Los Angeles. A line recently introduced cludes pedestal chair and table bases available in uminum, brass, and bronze finishes, to be used th swivels, casters, or glides.

Circle No. 210 on product card facing P. 188

rginol walls, floor systems

amless resilient flooring from Torginol of Amer-, Inc., subsidiary of Torginol Industries, Inc., ntebello, has been used from hospitals to clubs



20 years. In addition, the firm manufactures ginol Torgalon wallcoverings for use in such as as shower rooms.

Circle No. 211 on product card facing P. 188

No. 111 on product card

Circle No. 112 on product card →



ZINA

ZINA LAMP COMPANY, 129 CENTRAL AVE., WOODACRE, CALIF.

LAMPS OF DISTINCTION DESIGNED BY RAYMOND PFENNIG

Write for color brochure

ceiling BEAMS ceiling B
BEAMS lightweight BEA
wood-hewn BEAMS wood
BEAMS ceiling BEAMS
sixteen foot BEAMS ceil
BEAMS wood-hewn BE
lightweight BEAMS ligh

A new durable material that
produces a beautifully detailed
replica of a 6"x 8"x16' wood-hewn
ceiling beam that weighs
18 lbs. and installs in minutes.

FINESSE ORIGINALS
CONTRACT SALES CORP.
35-11 9th Street, Long Island City 6, N.Y. YEllowstone 2-4466

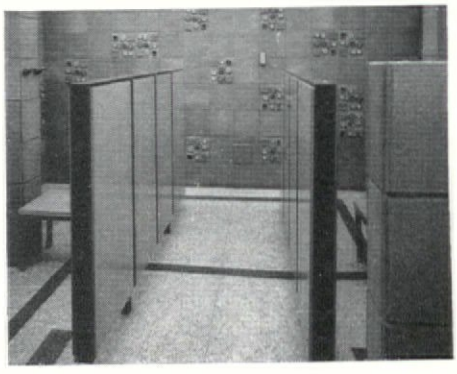
Write for sample and further information on your business letterhead.

PRODUCTS & SERVICES

CONTINUE

Ceramic tile products

International Pipe & Ceramics Corp. (Interpace), Lo
Angeles, manufactures a broad range of ceram



products including tile floors and murals. Francisc
terra wall in custom pattern (shown), was install
in La Costa Spa, Carlsbad.

Circle No. 212 on product card facing P. 188

Turntables, space organizers

Blisscraft of Hollywood, Gardena, manufactures a li
of turntables and space organizers for food
tablishments. Included are double deck organize
spin tables and shelf organizers, cup and plate ho
ers, revolving vegetable bin turntable, and s
through bins on free wheeling turntable.

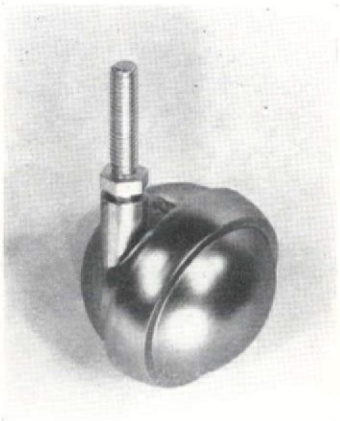
Circle No. 213 on product card facing P. 188



Circle No. 113 on product card facing P. 188

Threaded stem caster

National Import Products, Inc., Los Angeles, manufactures ball type, all-metal threaded stem caster with removable shaft designed to be attached manually or with mechanical speed wrenches. This means



at once a T-Nut has been installed in the frame the piece of furniture, the manufacturer has the tion of installing either legs or casters to the me attaching fastener.

Circle No. 214 on product card facing P. 188

stom panels

stom solid or open panel designs with opaque, nslucent, or clear insert materials, which can be ed as room dividers or decorative screens, are by



lton Products, Pasadena. Overhead track and bot- guide eliminate need for floor track. Divider el shown is made of solid walnut.

Circle No. 215 on product card facing P. 188

nic wallcoverings

nes Seeman Studios Inc. displays in its North lywood showroom large variety of handpainted



papers and decorative murals. Pictured is Caval- Rusticana scenic, installed in dining room of a Del Rey Convalescent Home.

Circle No. 216 on product card facing P. 188

Circle No. 114 on product card facing P. 188 →

a piece of cake!

contract-5 5 5

by COLUMBUS



Contract 5 by Columbus Mills is perfect for kitchens and baths because it *refuses* to stain! Sixty-five of the most common household stains sponge off completely, thanks to Herculon, the new polypropylene olefin fiber. Resilient ⅛-inch gauge carpeting Typar primary backing.* Contract 5's amazing durability and brilliant beauty also makes it perfect for any kind of institutional use . . . everything from hotels to hospitals, restaurants to supermarkets. And don't worry about your sales and profits. With Contract 5, it's a piece of cake!

*Ask us about it.
Also available with Hi-density foam rubber backing.

COLUMBUS MILLS, INC.
COLUMBUS, GEORGIA

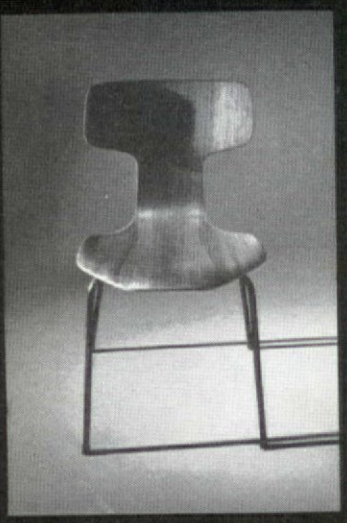
SHOW ROOMS: 295 Fifth Avenue, New York, N.Y. 10016, Phone 212-686-7448 / 13-126 Merchandise Mart, Chicago, Illinois, Phone 312-944-2765 / 819 Atlanta Merchandise Mart, Phone 404-577-4430 / **Western:** William Volker & Co.

FH

FRITZ HANSEN
305 East 63rd Street,
New York, N.Y. 10021

How do you like your chairs? Singly or in stacks? Arne Jacobsen designed them so that you can have them both ways. Extraordinary chairs of a hundred uses. Wherever there is need for comfort and function. Six different designs, each in oak, teak, rosewood, black or upholstered in fabric, leather or vinelle. Steel chrome-plated legs, with swivels and/or arms. See more stack chairs and other FH furniture in our catalog.






PRODUCTS & SERVICES

CONTINUE

Custom light fixtures

Handsome custom designed light fixtures from Ligh ing Accessories, Inc., Glendale, subsidiary of Suns Lamp Corp., are found in numerous California re



taurants. Fixture shown was installed in Gold Pheasant Restaurant, Anaheim. Globes are made captured glass blown by California artisans.

Circle No. 217 on product card facing P. 188

Matching boudoir accessory set

Elite Custom Creations, Los Angeles, designer a manufacturer of distinctive custom bedspreads, n offers complete decorator boudoir groupings. The signs include hand-guided bedspreads complement



by matching headboards, benches, boudoir cha hassocks, pouffes, and chaise lounges. Access pieces are upholstered in same materials as spreads and feature deep tufting.

Circle No. 218 on product card facing P. 188

Old world ironmongery

Approximately 700 pieces of old world ironmong wrought iron hardware for entrance, door, gate, cabinet use are manufactured by Cornell-New Inc., Beverly Hills. Armour bright and matte b



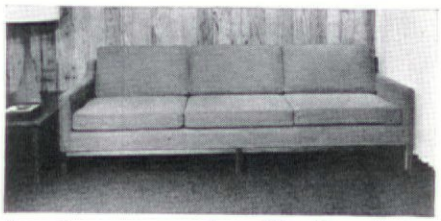
finishes, both of which are completely rustproof available. The hardware complements the firm's h crafted, imported door line.

Circle No. 219 on product card facing P. 188

← Circle No. 115 on product card facing P. 188

pholstered sofas

usiness Designs Inc., Los Angeles, manufactures its vn line of upholstered sofas and chairs, and in ddition, acts as distributor for approximately 12

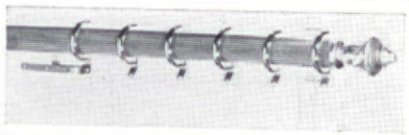


tional furniture companies. The line features bases square solid walnut in natural oil or ebonized finish, reversible loose cushions, and no-sag spring nstruction with extra rail.

Circle No. 220 on product card facing P. 188

assic design drapery rod

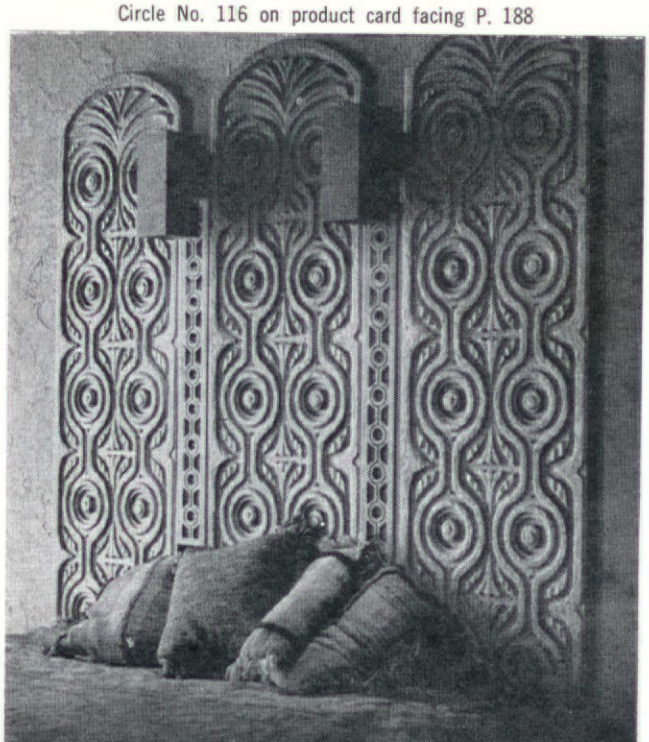
arshall McMurray Co., Los Angeles, drapery rod nufacturer, is now offering a classic design in e with the trend to more decorative products. e new rod is made of non-tarnishing, heavy-duty odized aluminum. Decorative finials and deep



ting offer elegant classic touch. Carrier rings are stic coated and self-lubricating.

Circle No. 221 on product card facing P. 188

Circle No. 116 on product card facing P. 188



FORMS & SURFACES

Carved wood panels — over 200 original designs.
Carved doors — largest selection anywhere.
Sculptured plastic doors & panels — durable, colorful.
Handcrafted door pulls . . .
Box 5215 Santa Barbara California 93103

Circle No. 117 on product card facing P. 188



Porter Carpets' Port Lenox installed over cement floor in main store area of Hanford Floral and Nursery Shop, Hanford, California.

THROW AWAY BRAND NEW CARPET ?

NO SIR . . .

6 hours ago a gallon of paint spilled all over this carpet. No signs left now, because it's Port Lenox. Ease in cleaning is a big economy, so is ease in repairing. (Saves up to 50% maintenance costs). What's more, Port Lenox has qualities of higher priced carpets. Why? It's made of 100% A.C.E. (TM) continuous filament nylon—ALLIED CHEMICAL ENGINEERED. Naturally, its good looks bouce back after constant, heavy traffic—and it's the one fiber that can do this. Economy, looks, performance—unbeatable in its field.

Delivery 4 to 6 weeks.

Inquiries receive immediate attention

ALLIED CHEMICAL ENGINEERED

ANOTHER Porter CARPETS INSTALLATION

P. O. Box 333 Cartersville, Georgia

THE WELL ROUNDED CHAIR



Comfort takes a turn for the better, with the new curved seats and backs of Harter 2100 Series office chairs. Just the right curve for best support, maximum comfort—all day long.

And under the curves, the deep-seated luxury of genuine latex foam rubber cushioning that won't pack down, pocket, or lose its resiliency, even years from now.

In every detail, 2100 Series seating reflects a 40-year tradition of Harter craftsmanship and high value for your seating dollar. Let your Harter dealer show you the complete well-rounded 2100 line. Or write today for free color brochure.

HARTER CORPORATION

530 Prairie, Sturgis, Michigan 49091

Harter Metal Furniture, Ltd., 139 Cardigan, Guelph, Ontario
Briones-Harter, S. A. Lago Iseo 50, Mexico 17, D. F.

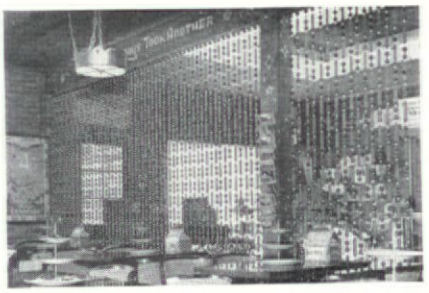
Circle No. 118 on product card facing P. 188

PRODUCTS & SERVICES

CONTINUE

Custom bead curtains

Custom made bead curtains for windows, room d viders, and canopies, which are ready for installatio on any type of drapery hardware or in shutter frame

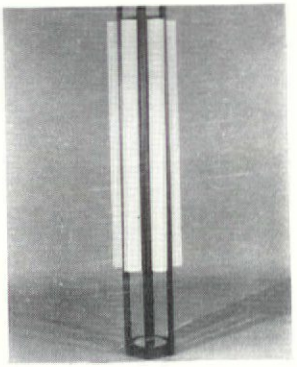


are manufactured by Bead Decor Inc., Los Angele Divider between business area and dining room show consists of four-inch cork tubes with a maple sta and wooden beads of various sizes.

Circle No. 222 on product card facing P. 188

Modeline lamps

Floor and table lamps from Modeline of Californ Los Angeles, are available in wide range of fabri

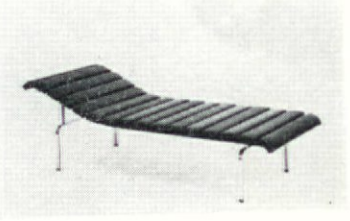


colors, and designs. The 67-inch tall floor lamp sh has sculptured fabric shade nestled into hands hardwood frame with walnut finish.

Circle No. 223 on product card facing P. 183

Diverse Condi line

Condi Co., division of Pacific Furniture Mfg., Angeles, manufactures a broad range of cont furniture to meet special requirements of archit and interior designers. Distribution of the line, w includes such diverse items as slat benches, p

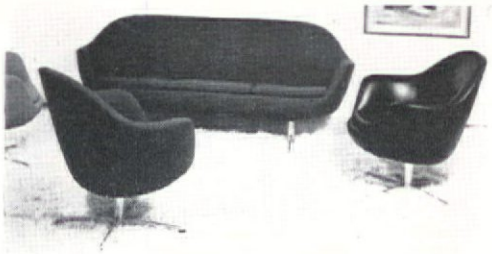


chairs, a variety of swivel chairs, chaise lou and soft couches, is achieved through working cl with interior design firms and contract and o showrooms.

Circle No. 224 on product card facing P. 183

niverse sofa, chair line

he Universe line of sofas and chairs from Scandiline urniture, Inc., San Pedro, is available in a range



fabrics in orange, blue, lime, and black vinyl. ases on swivel chair and sofa are polished alum- um. Sofa utilizes lightweight plastic shell.

Circle No. 225 on product card facing P. 188

lrized lighting systems

vo lighting systems, acoustic-Polarized panels for nslucent ceilings and Polarized panels for lighting xtures, are manufactured by Polrized Corp. of merica, Northridge. Both systems produce uniform



brightness appearance with high percentage of tically polarized light emitting radially in all di- tions.

Circle No. 226 on product card facing P. 188

Greeff

the name to remember for distinctive contract

FABRICS
WALLPAPERS
CARPETS

Special attention to individual requirements.

Greeff FABRICS, INC.
135 N. Robertson Blvd.
Los Angeles, Calif. 90048
(213) 272-2680



FOR:
SLIDING DIVIDERS
FIXED PARTITIONS
FOLDING SCREENS
SUNSCREEN DRAPERIES
SOLID "PALISADE" PANELS
"CARVEDWOOD" GRILLES

Catalog Available

Carlton

CARLTON PRODUCTS
344 PALISADE ST.
PASADENA, CALIFORNIA
MU 1-5667

Circle No. 119 on product card facing P. 188

Circle No. 120 on product card

Custom Designed



Superstate Installations:

Van Luit Offices
Scam Restaurant
Charlie Brown's Restaurant
Robertson Plaza

HOLLYWOOD LIGHTING FIXTURE CO., INC.
622 North Western Avenue
Los Angeles, California 90005

To fit any space you specify
CERVITOR offers complete
modular kitchen units



Major developments from coast to coast are utilizing compact units from Cervitor because of the complete selection available, the unique styling and the quality of engineering. Cervitor will construct to your exact specifications, color, style and size, whether you need one or one hundred...this is our business. For additional information please write:

CERVITOR *kitchens* INC.
1500 N. TYLER • S. EL MONTE • CALIF. 91733
PHONE (213) 443-0184

Circle No. 121 on product card

Want Information Fast?

READER SERVICE RUSHED TO YOU VIA COMPUTER

CONTRACT will help you get full information on any of the products and services shown in this issue. Use this postage-paid air mail card to request more information on all advertised products, services and literature. At the heart of our recently installed processing system is a new hi-speed computer printer. This advanced system enables us to speed your inquiries direct to the manufacturers on a regular weekly basis. A number identifies all advertisements and product items. Circle the corresponding numbers on the cards at the right, fill in your name and address and other requested information, and mail. Each company will send you full information. There is no charge or obligation for this service.

TO KEEP INFORMED AND UP-TO-DATE, USE THIS CONVENIENT **FREE AIR MAIL INQUIRY** SERVICE WITH EACH ISSUE OF CONTRACT.

PRODUCTS & SERVICES

CONTINUED

Contract debut for Brown Saltman

Brown Saltman Co., Gardena, in the fine home furnishings manufacturing field for the past 40 years, has entered the executive office furniture field with



line of fine furniture designed by John Follis and Elisha Dubin, interior space and product designers. Conference table shown is of American black and teak with an oiled finish.

Circle No. 227 on product card

and made wall decor

and made and finished wall decor and artifacts in etal are created by the staff of Jacqui of California, Vista, owned by husband and wife designer am Charles and Jacqueline Meeks. Included in the available pieces are such creations as Orchard



ee (illustrated), a 49-inch by 23-inch steel design ished in dark bronze tone, available in choice of e fruits.

Circle No. 228 on product card

suga chair line

suga Furniture, Inc., San Francisco, offers dinette s, occasional and conference chairs for dormitory,



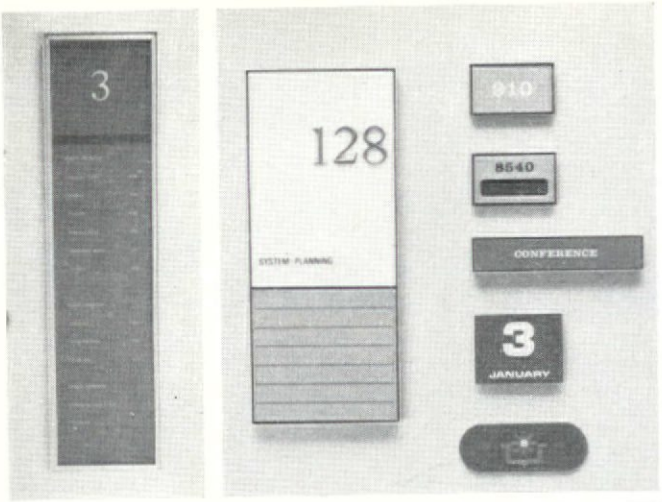
el, and office use. Walnut finish is standard, with om color finish also available. Chairs are available choice of Contempo Naugahyde covers.

Circle No. 229 on product card

Circle No. 122 on product card →



Circle No. 123 on product card facing P. 188



Typical architectural graphics designed to meet the specific needs of the architectural/design field.



Vomar Products, Inc.
2807 Empire Avenue, Burbank, Calif. 91504
Phone 842-2022—Area Code 213











the Extraordinary in Wall Plaques

Made of durable lifetime fiberglass, exquisitely designed and painted for lasting beauty.



Individually custom designed, High Dimensio
Wall Murals and sculpture to suit your taste

Free Illustrated catalog available upon request on professional letterhead

Segura Studios Inc.

SHOWROOMS
- Gorman & Associates
- 1933 S. Broadway
- Los Angeles, California 9007
- Richard R. Cook
- 15-106 Merchandise Mart
- Chicago, Illinois 60654
- Max & Marge Zelden
- 1735 Dallas Trade Mart
- Dallas, Texas 75207

610 West 18th St. • Hialeah, Florida 33010 • Ph: 887-1011

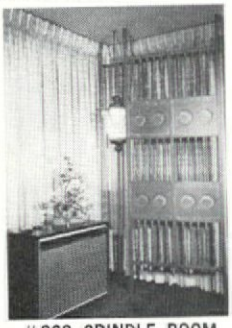
Circle No. 137 on product card facing P. 188



FILLIGREE FOLDING SCREEN

SUPER VALUES AND QUALITY IN ORIGINAL DESIGNS

PRICE LIST AND BROCHURE AVAILABLE ON REQUEST



#962 SPINDLE ROOM DIVIDER

A complete line of decorator screens and room dividers to match or enhance any decor. One of the largest lines available anywhere . . . "SUPER" in every way!

DISTRIBUTOR INQUIRIES INVITED

PERMANENT SHOWROOMS — LOS ANGELES FURNITURE MART, LOS ANGELES, CALIFORNIA • WESTERN MERCHANDISE MART, SAN FRANCISCO, CALIFORNIA

Crown DECORATIVE PRODUCTS MFG. CORP.

150 EAST 57th STREET • LOS ANGELES, CALIF. 90011 • (213) 231-4315

Circle No. 124 on product card facing P. 188

PRODUCTS & SERVICES

CONTINUED

Shelby Williams' chairs

Shelby Williams Industries, Inc., Los Angeles, was the first national contract manufacturer (headquarters in Chicago) to open a branch office in the



ate and boasts instant delivery on the West Coast. hairs produced by the company range from cap-in's to stacking to side. Includes banquettes, too.

Circle No. 230 on product card facing P. 188

ntique reproductions

he five-year-old firm of Phillips Fine Arts, San rancisco, manufactures more than 100 antique re-oductions of lamp bases, pedestals, baroque cupids,



ll scones, and 18th century cookie molds. Customers the 50 states and Canada include Dohrmann Hotel pply, Boston Sheraton Hotel, Channing House ject, Palo Alto, and Genesco Corp.

Circle No. 231 on product card facing P. 188

ssRoads Mfg. classic designs

mbining the principles of classic Bahaus design proportion with quality craftsmanship, R. B.



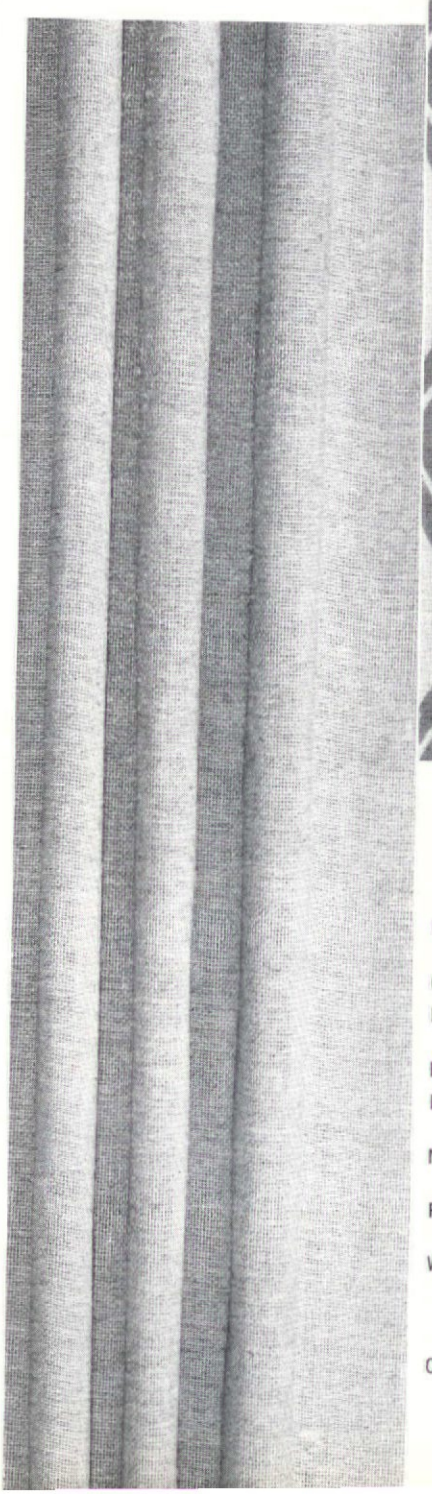
z, AID, created functional and exceptional furni- for CrossRoads Mfg. Inc., Whittier. Rosewood inate desk shown has vinyl upholstered top.

Circle No. 232 on product card facing P. 188

FRANCISCAN FABRICS, INC.
938-958 HARRISON STREET
SAN FRANCISCO, CALIF.

PRESENTS THE NEW
Louma Collection
of
Plain and Printed

VERELS





SHOWROOMS

BOSTON: George & Frances Davidson, Inc., 420 Boyleston Street

CHICAGO: John Strauss, 160 East Erie St.

DALLAS: C. Robert Morton, 220 Decorative Center

HOUSTON: Maurice Moore, 402 Avondale St.

MIAMI: Bob Collins, Inc. 120 Northeast 39th Street

NEW YORK: Crown Wallcovering Corp. 979 Third Avenue

PHILADELPHIA: Bob Collins, Inc. 1616 Walnut Street

WEST COAST: Franciscan Fabrics, Inc. 938 Harrison Street San Francisco, California

Circle No. 125 on product card facing P. 188

Circle No. 126 on product card facing P. 188



Want your name remembered? Set your client's in metal!

Architects and Decorators: Now that you've made "beautiful music"... building and interior, client and you, all in harmony... how about the **words?**

They might be mundane words: **Purchasing, Personnel, Production,** even **Please Enter.** They might be the most important words in the world. Like: **The Widget Company.** And: **Office of the President.** But how they look is up to you.

Knight will cast your letters in solid bronze, brass or aluminum. With anodized, polished or satin finish. To your design, or from our huge variety of styles. Cost, about the same as painted letters. But these will **last!**

And you'll be remembered, with appreciation. First step: Get Knight's FREE CATALOG, now.



H.W. knight & son inc.
METAL LETTERS & FIGURES

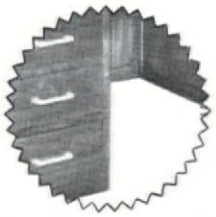
70 Lane St., Seneca Falls, N.Y. 13148

Beauty

that lasts . . .

thanks to

DENSIWOOD®





Desk by Hoosier

DENSIWOOD gives rich, warm woods the mar-proof durability of a diamond.

Fine wood desks—with legs, center posts, moldings and other wear-points densified by the exclusive Densiwood process—retain their beauty longer . . . scoff at scratches, scuff-marks, dents and nylon-snagging splinters. Whether you build, buy or specify fine office furniture, Densiwood deserves your close consideration. Write for complete details.

These Manufacturers feature Densiwood on their Quality Lines of Office Desks Cole Steel Equipment Co. • Imperial Desk Co. • The Jasper Desk Co. • Hoosier Desk Co. • Jofco • Indiana Desk Co. • The Leopold Co. • B. L. Marble Furn. Co. • Mt. Airy Furn. Co.

A product of: **LUNDSTROM LABORATORIES, INC.**
500 Smith Street, Herkimer, New York

Circle No. 127 on product card facing P. 188

PRODUCTS & SERVICES

CONTINUE

Architectural planters, sand urns

Founded 20 years ago, Architectural Pottery, Lo Angeles, has expanded into four separate division all providing design tools for commercial interiors an landscapes. The pottery division is a collection planters and sand urns, encompassing more than 10



designs. Newest enterprise is Duraclay, a process f fusing pottery with fiber glass to produce an u breakable and freezeproof material. It lends itself a variety of surface textures.

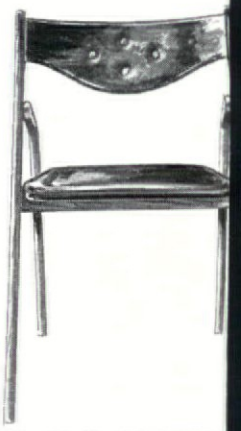
Circle No. 233 on product card facing P. 188

Rubber seam adhesive

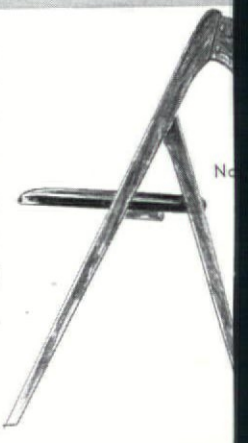
Roberts Consolidated Industries, Inc., City of Indu try, manufacturers of rubber seam adhesive for sea ing rubber backed carpeting, is producing a squee bottle dispenser to guarantee uniform bead of a hesive along edges and to prevent raveling.

Circle No. 234 on product card facing P. 188

IT FOLDS



An outstanding institutional chair offering the warmth of wood and the luxury of supported vinyl upholstery . . . the most comfortable contract chair sold. This versatile chair folds and stacks for compact storage.



Norquist
PRODUCTS, INC., JAMESTOWN, N. Y. 14

Circle No. 128 on product card facing P. 188

Custom, stock lighting fixtures

David J. Tirpak, San Francisco, is manufacturer, jobber, and representative of all types of lighting fixtures excepting pure glass and crystal. Approximately 90



percent of the business is in custom design in chandeliers and lanterns for restaurants, theaters, and public areas. Most of the firm's work is on the West coast, but sales have been made as far away as Turkey and Guam.

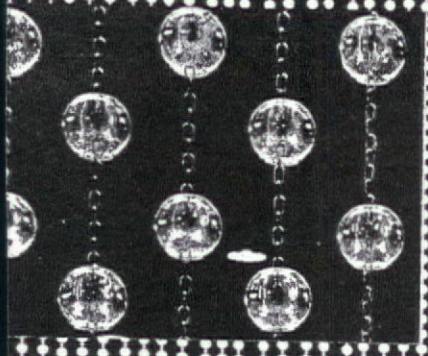
Circle No. 235 on product card facing P. 188

Sculpturewood screens

Sculpturewood screens from Penberthy Architectural Products, Los Angeles, are used in the contract field for dividing spaces, covering windows instead of draperies, providing decorative insets for walls, headboards, desks, and other furniture applications. Sculpturewood comes in walnut, birch, and poplar.

Circle No. 236 on product card facing P. 188

Bead Curtains

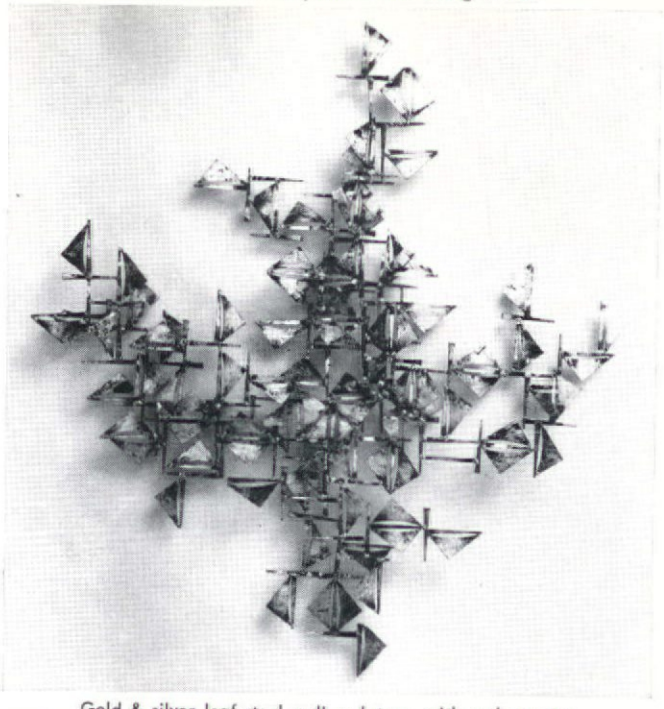


Decorative Glass Balls on Chains, all Bead Curtains in Colors and Crystal, Glass, Plastic, Wood, Cork, Custom Made.

Write on your letterhead for brochure.

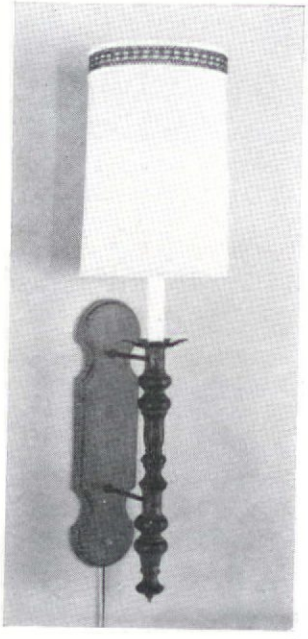
BEAD ART BY KENBURY
5 WEST 19th STREET • NEW YORK 11, N. Y.

Circle No. 129 on product card facing P. 188



Gold & silver leaf steel wall sculpture with red accents
"REGATTA" *Write for Literature*

WILLIAM Bowie
THE SCULPTURE STUDIO INC.
202 E. 77th ST., NEW YORK 10021 UN 1-8480



One of Thirty Wall Lamps

distressed weathered wood with antiqued capped accents

Write for color catalog (on your business stationery, please) featuring over 250 styles of floor, tray, swag, wall, reading and table lamps

2651 Manhattan Beach Blvd.
Redondo Beach, California 90278

Permanent Showrooms
Atlanta, Dallas, Los Angeles, San Francisco, Seattle

LONDON LAMPS

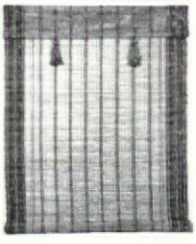
Circle No. 130 on product card facing P. 188

Circle No. 131 on product card facing P. 188



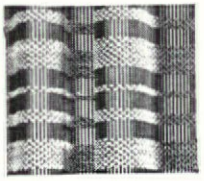
BOB MITCHELL DESIGNS

Unlimited Choice of Controlled
WOVEN WOOD designs
AUTHENTIC ORIGINALS



STOCK • CUSTOM OR, YOUR OWN DESIGN

WINDOW SHADES
- *Accordion Pleat*
- *Spring Roller*
- *Patio Shades (Cord & Pulley)*



VERTICAL TREATMENTS
- *Draperies*
- *Closet Closures*
- *Vertical Dividers*
- *Folding Door Units*
- *Floor Screens*



READY FOR INSTALLATION AT YOUR JOBSITE

complete book of CUSTOM designs $35.00

complete book of STOCK designs $22.50

Yardage and Roll Goods available. Please write us direct.

TROPICRAFT DESIGN STUDIOS

OF SAN FRANCISCO • SINCE 1932
HOME OFFICE And FACTORY
568 HOWARD ST. - PHONE 982-4157

8811 Alden Drive, Office #9
Los Angeles, Calif. - (213) CR. 5-8751

979 Third Ave., New York 22, N.Y.
Phone MUrryhill 8-7475

Circle No. 132 on product card facing P. 188

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. N extra charge for box numbers. This section closes on t 5th of preceding month. Classified ads are limited to situ tions or help wanted or available. Merchandise offerin not accepted.

REPRESENTATIVES WANTED: By New York importer. M have strong following among architects, designers, spec ers; for the William Plunkett line of contemporary En lish furniture. (See December Interiors.) Most territor available. State territory covered, lines carried, expe ence. Write: Box A-399, CONTRACT, 7 E. 43 St., N 10017.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immedi acceptance by leading contract dealers in Michigan, O Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. H room for quality chair and table lines. Write: Box A-4 CONTRACT, 7 E. 43 St., NYC 10017.

MERCHANDISING & DISTRIBUTION MANAGER: to direct pansion of flooring and floor covering sales distribut for leading national multi-plant manufacturer. This p tion offers a most worthwhile opportunity for indivi possessing successful background in wood or resili flooring area, and who is seeking managerial responsi ties. Submit full details to: Box A-401, CONTRACT, 7 43 St., NYC 10017.

SALESMAN WANTED: With following in contract field decorative custom lighting fixture company located metropolitan New York area. Write: Box A-402, CONTR 7 E. 43 St., NYC 10017.

REPRESENTATIVES WANTED: Nationally renowned o chair manufacturer seeking well qualified representat for the Northwest, Northern and Midwest United St Widely specified as THE product by many cities, coun and states. Advise lines presently carried and a traveled. Write: Box A-403, CONTRACT, 7 E. 43 St., N 10017.

UNLIMITED OPPORTUNITY for sharp, experienced young in established, expanding contract firm in large Mid- city. Owners will sell interest and transfer complete trol in a few years to right man. Must have design proven sales experience. Give complete resume first l Write: Box A-404, CONTRACT, 7 E. 43 St., NYC 1001

MANUFACTURER'S REPRESENTATIVES WANTED: Natio recognized manufacturer of contract and institut seating seeks aggressive manufacturer's representa with established contacts with office, school, hos hotel, and restaurant dealers, specifiers, designers, architects, for several key sales areas. Submit com resume of background and work history, indicating currently represented and territory covered. All r strictly confidential. Send to Box A-405, CONTRACT, 43 St., NYC 10017.

SALESMEN OR REPS WANTED: Contemporary drapery holstery fabrics New York firm desires sales rep tatives, full or part time, to call on architects, spec interior designers, office furniture manufacturers dealers, stores and upholsterers. Outstanding lin cellent opportunity. Showroom not essential. Write A-406, CONTRACT, 7 E. 43 St., NYC 10017.

CONTR

VAILABLE: INTERIOR DECORATOR seeking connection where road experience in all types of installations can be used. oung lady, 30; presently located in Midwest area but ree to travel. Professional member of national society. esume on request. Write: Box A-407, CONTRACT, 7 E. 3 St., NYC 10017.

ONTRACT SALESMEN AND EXECUTIVES WANTED: Leading ontract product manufacturers from time to time ask ie assistance of CONTRACT Magazine in providing the ames of qualified salesmen and sales executives in New ork and other areas. If you have a background in this eld and feel you qualify, send your resume to me in mplete confidence. You will be consulted before we will ow it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 43 St., NYC 10017.

Circle No. 133 on product card facing P. 188

Unbreakable . . . Porcelain Enameled Aluminum Safety Ash Tray



No. 2266P. Made of heavy gauge spun aluminum with two cigarette rests. Available with porcelain enameled inside surface in White, Black, Yellow, Chinese Red or Cobalt Blue. Heat proof, High polish lacquer outside finish. Diameter 6", 1¼ high.

No. 2266. Ash Tray in Black anodized aluminum only.

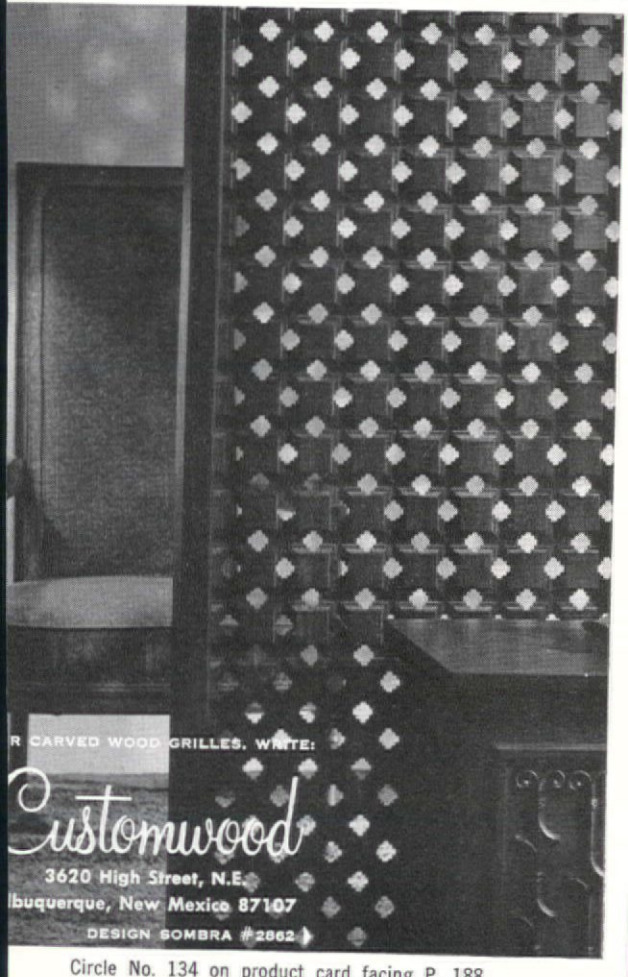
- desk appointments
- sand urns
- smoking stands
- waste baskets
- umbrella stands
- ash trays
- wardrobe racks
- costumers
- planters

Catalog on Request

LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS

327 East 103rd St. (Dept. C), New York 29, N.Y. ATwater 9-5374

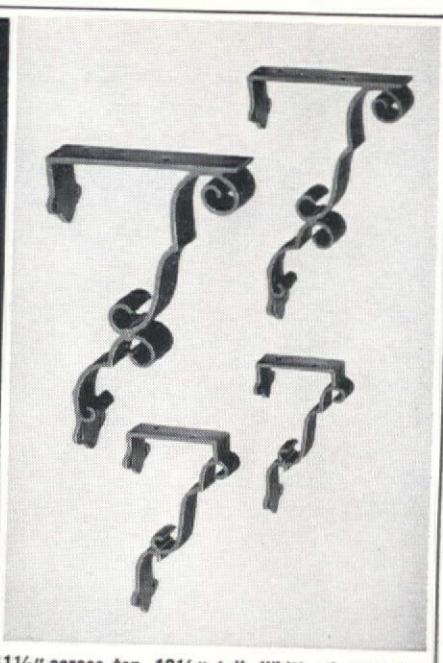


Circle No. 134 on product card facing P. 188

Circle No. 135 on product card facing P. 188

HAASBROCK-SONDERGUARD

decorative iron wall brackets



#185 Large bracket. 11½" across top. 19½" tall. Width of strapping 2½". Thickness of metal approx. ¼". Wt. 12 lb. Holds up to a 24" wide console or shelf. Example: Two of these brackets could easily hold a 72" x 24" marble shelf.

#184 Small bracket. 7½" across top. 13½" tall. Width of strapping 2". Thickness of metal approx. ¼". Wt. 5 lb. Holds up to a 9" wide console or shelf. Example: Two of these brackets could easily hold a 42" x 9" marble shelf. (Send for our free brochure.)

HAASBROCK-SONDERGUARD P.O. Box 69764, L.A. 69, Calif.

designers / manufacturers

CREST CUSTOM UPHOLSTERY, INC.
1126 NORTH CITRUS AVE.
LOS ANGELES, CALIF. 90038
(213) HOLLYWOOD 6-6348



No. 714-T ROTARY LOUNGE CHAIR

CATALOG AVAILABLE UPON REQUEST

Circle No. 136 on product card facing P. 188

ADVERTISERS' DIRECTORY

Advertiser	Page
A & G Quilting Co.	74
Allen Industries, Inc.	56
Allied Chemical Co.	54-55
All-Steel Equipment, Inc.	62
American of Martinsville	23
Armstrong Cork Co.	2nd Cover
Astra Bent Wood Furniture Co.	17
Bassick Co.	78
Beelner & Thomas	173
Belgian Linen Association	63
Berven Carpet Corp.	41
Boussac of France	46
B. Brody Seating Co.	178
Brunschwig & Fils	22
California Woven Fabrics Corp.	152
Cal Mode Contract	152
Henry Calvin Fabrics	159
Carlton Products	187
Carr Lighting	147
Celanese Fibers Co.	49
Cervitor Kitchens, Inc.	188
Chairs, Unlimited	152
Chicago Hardware Foundry Co.	8
Clarin Mfg. Co.	68
J. R. Clark Co.	4
Clay Design	25
Columbus Coated Fabrics	75
Columbus Mills	183
Comark Plastics Div., United Merchants & Mfrs., Inc.	44
Commercial Floor Coverings	33
Conrad Imports	155
Consoweld Corp.	39
Costa Mesa Furniture Co.	69-70
Crest Custom Upholstery, Inc.	195
Crown Decorative Products Mfg. Corp.	190
Customwood Mfg. Co.	195
David & Dash	9
Davis Upholstery	177
Del Mar Co.	171
Drexel Enterprises, Inc.	1
Dux, Inc.	135
Era Industries	151
Everthine	154
Finesse Originals	182
Flintkote	65
Forms & Surfaces	185
Franciscan Fabrics, Inc.	191
Gasser Chair Co.	182
General Electric Co.	20-21
Georgian Art Lighting	163
J. L. George & Co.	151
Goodall Fabrics Div., Burlington Industries	57
B. F. Goodrich Co.	65, 72
Greeff Fabrics, Inc.	159, 187
Haasbrock-Sonderguard	195
Hamilton Mfg. Co.	47
Fritz Hansen, Inc.	184
Paul Hanson, Inc.	68
Hardwick & Magee Co.	79
James G. Hardy Co., Inc.	174
Harter Corp.	186
Hercules, Inc.	12
High Point Furniture Co.	31
Hillside House of Originals	35
Holman Mfg. Co.	159
Holophane Co.	76-77
Hollywood Lighting Fixture Co.	188
Howe Folding Furniture, Inc.	59
H. W. Hull & Sons, Inc.	74
Insul-Flex Co., Inc.	74
Interchemical Corp.	24
Jute Carpet Backing Council, Inc.	64
Kasparians, Inc.	43
Kenbury Glass Works	193
Kiesling Hess Finishing Co.	61
H. W. Knight & Son, Inc.	192
Kravet Fabrics	26
Kroehler Mfg. Co.	45
Boris Kroll Fabrics, Inc.	5
Krueger Metal Products Co.	169-170
LaFrance Industries, Inc.	168
Library Bureau, Remington Office Sys. Div., Sperry Rand Corp.	48
London Lamps	193
Los Angeles Home Furnishings Mart	165
Loumac Supply Corp.	195
Lundstrom Laboratories, Inc.	192
Lyon Metal Products, Inc.	27
McGuire	158
Mallin Co.	177
Marshall McMurray Drapery Hardware	11
Marlite Div. of Masonite Corp.	167
Metropolitan Furniture Co.	73
Herman Miller, Inc.	3rd Cover
Howard Miller Clock Co.	42
Bob Mitchell Designs	194
Molla, Inc.	32
Monarch Furniture Co.	51
Morphy-Richards, Inc.	37
Morrison Imports, Inc.	
National Import Products, Inc.	
Norquist Products, Inc.	
No-Sag Spring Co.	
Orcco Industries, Inc.	
Parvin/Dohrmann Co.	
Patchogue-Plymouth Co.	
Peter Pepper Products	
Philadelphia Carpet Co.	
Porter Carpets	
A. D. Provisor Co.	
Remington Rand Library Div.	
Jens Risom	
Robertson Center Association	
Robertson Plaza	
Rohm & Haas Co.	
Don Rumsey Associates	
Sallee Carpet Mills, Inc.	
Scalamandre Silks, Inc.	
F. Schumacher & Co.	172,
Isabel Scott Fabrics, Inc.	
Sculpture Studio	
Segura Studios, Inc.	
Shelby Williams Industries, Inc.	
Sico, Inc.	
Standard Coated Products, Inc.	
Stauffer Chemical Co.	
Steelcase, Inc.	
C. W. Stockwell	
Stow & Davis	
Supreme Steel Equipment Corp.	
Synthetics Finishing Corp.	4th
Tempo-Asia (Toyo Rug Co., Ltd.)	
Terra	
Thonet Industries, Inc.	
Trend Contract	
Tri-Mark Designs	
Tri-Par Mfg. Co.	
Tropicraft of San Francisco	
Tropitone Furniture Co.	
United DeSoto Corp.	
Albert Van Luit Co.	
Vectra Co.	17
Virtue of California	
Vomar Products	
Wall Tube & Metal Products	
Webb Textiles, Inc.	
Leif Wessman Associates	
Western Merchandise Mart	
Lee L. Woodard Sons, Inc.	
Zina Lamps	

Circle No. 149 on product card faci